

SOUTHERN AUTOMOTIVE JOURNAL

COVERS THE
17 SOUTHERN AND
SOUTHWESTERN STATES

PASS IT ON!

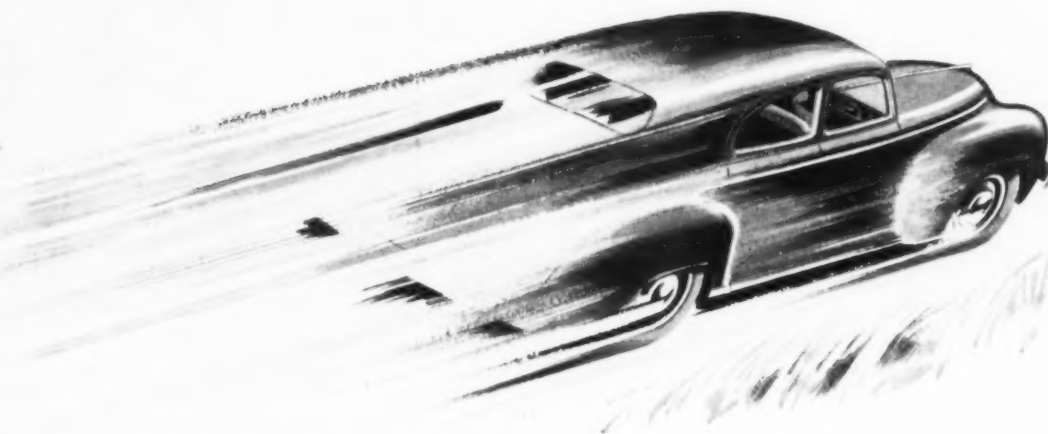
OWNER	<input type="checkbox"/>
GEN. MGR.	<input type="checkbox"/>
SERV. MGR.	<input type="checkbox"/>
PARTS MGR.	<input type="checkbox"/>
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March, 1953

Contents, Page 33

new life

FOR TIRED ENGINES!



Perfect Circle's 2 in 1 chrome piston ring set

Here's the best shot in the arm any Doctor of Motors can prescribe for an automotive patient! For Perfect Circle's 2-in-1 Chrome Set means new pep . . . new power . . . new oil economy . . . for thousands of extra miles!

For Perfect Circle's 2-in-1 Chrome Set is the truly modern piston ring equipment. It seals compression, seals oil, for over twice as long as ordinary rings. And only 2-in-1

furnishes an alternate HiPressure spring with each oil ring to assure positive oil control even in badly worn cylinders.

Yes, for lasting customer satisfaction . . . for freedom from "come-backs" . . . use Perfect Circle's 2-in-1 Chrome Set for every re-ring job! Perfect Circle Corporation, Hagerstown, Indiana; The Perfect Circle Co., Ltd., Toronto, Ontario.

Perfect Circle

THE STANDARD OF COMPARISON



**There is no substitute for
the car owner acceptance**

Raybestos enjoys

Every survey proves that more people know Raybestos than any other brand of brake lining. It's a selling advantage for you created by 38 years of consistent advertising to your customers. This year again, a hard-hitting campaign in the POST and FARM JOURNAL will urge car owners to pay just pennies more for the safer, surer stops and longer lining life provided by Raybestos PG Sets. They are factory packaged in the right combinations for every make and model of car. Use this Raybestos quality—it's backed by exhaustive Proving Ground tests—and the famous Raybestos Brake Certificate to build yourself a better, more profitable, service reputation.



LINED BRAKE SHOES or BOXED SETS
in the correct brake lining combinations for every make and model of car. Bonded or riveted. Every piece branded for your protection.

**CONSISTENTLY ADVERTISED IN THE
POST and Farm Journal**

DON'T BUY INFERIOR BRAKE LINING. IT'S DANGEROUS!

Reline with
Raybestos **PG SETS**
AMERICA'S BIGGEST SELLING BRAKE LINING



RAYBESTOS DIVISION of Raybestos-Manhattan, Inc., Bridgeport, Conn.
RAYBESTOS MANHATTAN, INC., Manufacturers of Brake Linings • Brake Blocks • Clutch Facings • Fan Belts • Hose • Industrial Rubber Products • Rubber Covered Equipment • Asbestos Textiles • Teflon Products • Packings • Sintered Metal Products • Abrasive and Diamond Wheels • Bowling Balls

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Volume 33

Number 3

PERMATEX FORM-A-GASKET.

"Makes leakproof cylinder head assemblies"



says: **LEWIS R. WORDEN**

Shop Foreman of Arthur's Auto Parts, Inc. (Engine Builders)
Hempstead, L. I., N. Y.

"To insure against compression loss, seepage and corrosion, we coat both sides of every cylinder head gasket we install with Aviation Form-A-Gasket No. 3 and also brush it into all stud and cap screw threads. I particularly like the way it seals without 'cementing.' Later on a job can always be easily taken apart."



YOU CAN WIN

\$5.00

FOR YOUR SUGGESTION

We are giving away a flock of \$5.00 awards every month during 1953 for the best suggestions on the use of Form-A-Gasket. Tell us how you use it and how it helps you do a better job. It's easy to win. Write your suggestion on the official Form-A-Gasket Service Suggestion Blank, available through your jobber's salesman or counter man, Permatex representative who calls on you, or write us.



3 TYPES

FOR YOUR
CONVENIENCE

No. 1 sets quickly, dries hard. No. 2 sets slowly, is non-hardening. No. 3 AVIATION is a brushable liquid that sets to a paste. All three make leakproof, pressure-tight seals in threaded, hose and flange connections.

PERMATEX COMPANY, INC.

Brooklyn 35, New York

Over 50 Chemical Products for Better
Automotive Maintenance.

MCCORD

MOTOR

GASKETS



FIRST the PIONEER . . .
then the LEADER in the
Gasket Industry

MCCORD CORPORATION
DETROIT 11, MICH.

The trend of the industry toward "V" engine design with higher compression and increased horsepower places new problems in gasket sealing. McCord has met this challenge with new and better gasket sealing designs. As evidence, seven out of the eight latest "V" engine motors are sealed with gaskets engineered by McCord.

MCCORD CORPORATION - Detroit 11, Mich.
GASKETS • RADIATORS • RADIATOR COILS
SEALANTS & PUMPS • OIL SEALS

New Protection FOR EVERY ENGINE!



Photomicrograph of Densite, enlarged 25 diameters. A count from a weighed section shows 5,500,000 fibres per ounce.



New filtering material keeps oil cleaner longer

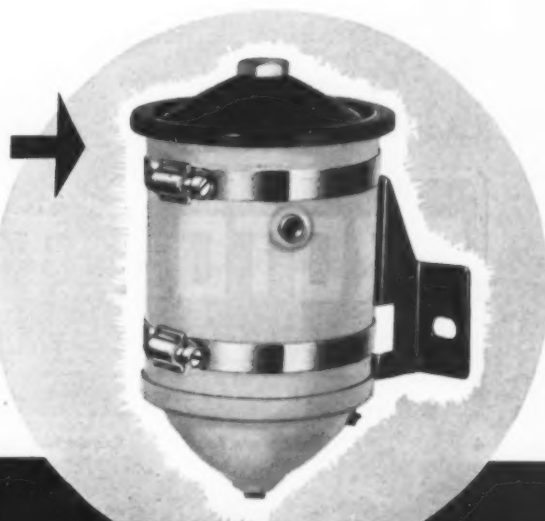
● Truly clean oil protects the engine—Hastings filter cartridges keep it truly clean! Hastings gives you *Densite*, an entirely new type of filtering material that minimizes sludge, retards varnish deposits, keeps out dirt, dust and abrasives for a much longer time.

Densite is made from springy, lively fibres, interlocked in every direction, and distributed uniformly throughout. *Densite* absorbs dirt through its entire depth, remains efficient until every fibre is coated.

New filter unit for Chevrolet and Plymouth!

Now Hastings gives you an improved oil filter, too—for your fastest-selling replacements. Here's a new, finer, large capacity filter for all Chevrolet and Plymouth passenger cars, 1946 through 1953. Its lightweight, yet rugged construction gives heavy-duty service in these popular and easy installations. Write for the illustrated Oil Filter Catalog, giving full details on this newest Hastings development. Oil Filter Division, Hastings Manufacturing Co., Hastings, Michigan. Makers of Oil Filters, Piston Rings, Spark Plugs, Casite, Drout.

Start now. Be the first in your territory to offer the extra protection of *Densite*, the first to cash in on these new cartridge profits. Hastings gives complete coverage of all popular automotive filters.





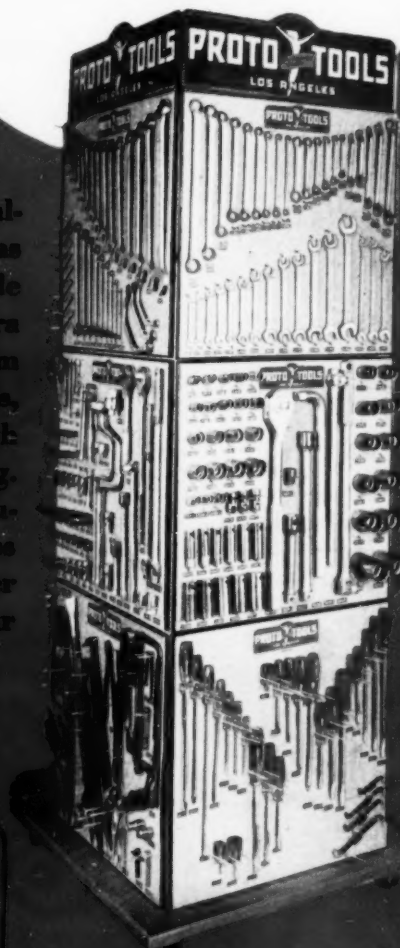
Sir Launcelot
Wins All His Duels
... 'cause

PROTO means
PROfessional
TOols!

One of the main reasons why PROTO tools are all *professional* tools is that they are made from superior PROTO-specified alloy steels. Developed by PROTO metallurgists to meet rigid requirements and known as PROTOLOY, these special alloy steels provide great strength, hardness, toughness—and extra long life. Each type of forged tool is made from the PROTOLOY steel with the best characteristics, and final desired properties are secured through scientific annealing, heat treating and tempering. Advanced, work-speeding designs, accurate manufacture, a meaningful guarantee and completeness of line are more reasons why tool experts prefer PROTO. For truly *professional* tools, see your PROTO dealer. Send 10¢ for 68-page catalog to

PLUMB TOOL COMPANY

2214R Santa Fe Ave., Los Angeles 54, Calif.



PROTO TOOLS

REG. U.S. PAT. OFF.
MADE IN U.S.A.

LOS ANGELES

PROTO means
PROfessional
TOols

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The PROTO Line includes Wrenches of All Types, Pliers, Screwdrivers, Punches, Chisels, Sockets & Handles, Pullers, Tool Boxes, Industrial Tools & Many Others

America's Finest Brake Material

COSTS MORE!



DELIVERS MORE!



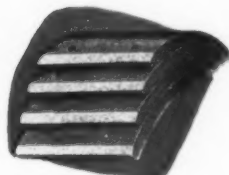
BONDING BLOX



DRILLED SEGMENTS



BONDED SHOES



DRILLED BLOX

THE LASCO ORGANIZATION is predominantly one of engineers. Its department heads, research and development staff are MECHANICAL AND CHEMICAL ENGINEERS, who take pride in producing not the most, but the **FINEST** brake materials the World has to offer.

QUALITY MATERIALS are costly to produce—but economical to own and use. LASCO SUPER BLOX BRAKE MATERIAL is compounded of 16 separate ingredients, while the average mass produced, "run of the mill" brake materials contain little beyond asbestos and phenolic resin. Dynamometer and mountain road tests have proved that all hard brake materials crack under severe heat, hence the metal reinforcements on LASCO, which also provide a real base for bonding many times stronger, and avoids bonding failure by FLAKE PEELING. Naturally, SUPER BLOX cost more to produce, their sale price is higher—but they cost the user less to own because they deliver beautiful, safe performance over twice as long as the run of the mill materials. SUPER BLOX represent a **BETTER VALUE**—which is why production has never caught up with sales in the past 7 years.

Try LASCO SUPER BLOX—you'll be pleasantly surprised.

LASCO BRAKE PRODUCTS CORP., LTD.



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LAHER INDUSTRIES



GREAT NEWS FOR NIGHT DRIVERS!

AUTRONIC-EYE

Automatically ...

LOWERS-

then RAISES the beam!



THE EYE
THAT'S
QUICKER THAN
THE FOOT

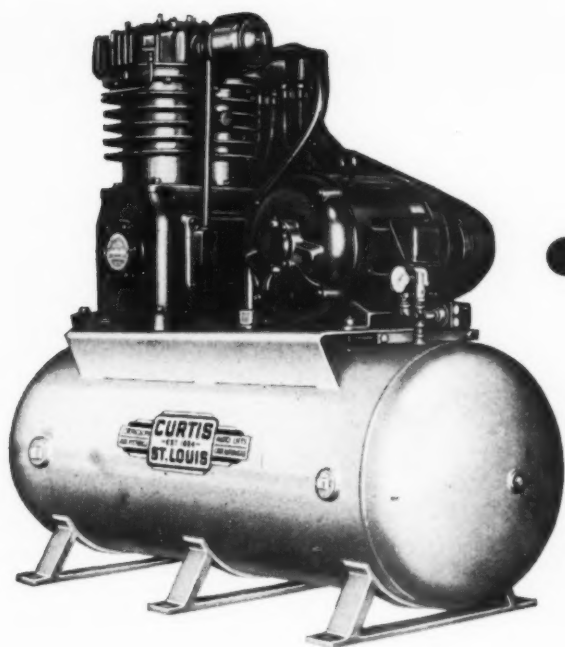
Mounted on the driver's side of the instrument panel, the AUTRONIC-EYE is the revolutionary new electronic device that dims and brightens your headlights automatically.

You've done it many times before . . . but you'll never have to do it again! There's no more need for frantic footwork or headlight "fight" at night, thanks to Guide's new automatic headlight dimmer—the AUTRONIC-EYE. The AUTRONIC-EYE lowers your headlights for oncoming cars. Then it brings them back to "long range" when all cars are past—switches your lights from "bright" to "dim" to "bright" again—*automatically*! The AUTRONIC-EYE relieves you of countless foot operations—makes night driving a real pleasure! You're cordially invited to write us today for complete information.

Guide

FOR SAFER
DRIVING

GUIDE LAMP DIVISION OF GENERAL MOTORS, ANDERSON, INDIANA



- PLENTY OF AIR
- LOTS OF PRESSURE
- AUTOMATIC!

**78 Cubic Feet Capacity
Delivered to You Ready to Run!**

Just: ● Oil motor bearing
● Put oil in crank case
● Connect to your current

Curtis 15 H.P. AIR COMPRESSOR

TWO-STAGE, AIR-COOLED

Delivers more air per horsepower, assuring saving in power bill.

INTERCOOLER

Four section, finned, providing unusually effective cooling between stages; located in cyclone of air from flywheel.

SELF-OILING

Simple, positive centro ring method; provides pressure lubrication of connecting rod and piston pin bearings.

TIMKEN MAIN BEARINGS

Tapered rollers; easy external adjustment without dismantling compressor.

VALVES

Readily removable as assembled units without removing cylinder head or breaking pipe connections or gasket joint.

AUTOMATIC START AND STOP CONTROL

Motor protected by dependable vacuum type starting unloader.

AIR TANK

120-gallon, 200-pound pressure, built to ASME standards; automatic electric weld.

PRECISION WORKMANSHIP

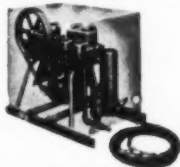
Backed by almost a century of manufacturing experience — to assure you dependable, trouble-free service.



**CURTIS FULL HYDRAULIC,
TWO-POST SHOP LIFT**
—for Passenger Cars and
Light Trucks



ALSO, Single post rotating lifts for
passenger cars and light trucks.



HYDRAULIC CAR WASHER
(300 Pounds Pressure)
—for better and faster car washing.
More cars washed each day
mean more profit for you.

See your Curtis jobber
OR MAIL THIS COUPON

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of Curtis Manufacturing Company
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CURTIS PNEUMATIC MACHINERY DIVISION

CM-727

of Curtis Manufacturing Company
1938 Kienlen Avenue, St. Louis 20, Missouri

I am interested in items checked:

☐ AIR COMPRESSORS ☐ AUTO LIFTS (Single Post) ☐ Two Post
☐ POWER CAR WASHERS

Name.....

Firm.....

Street.....

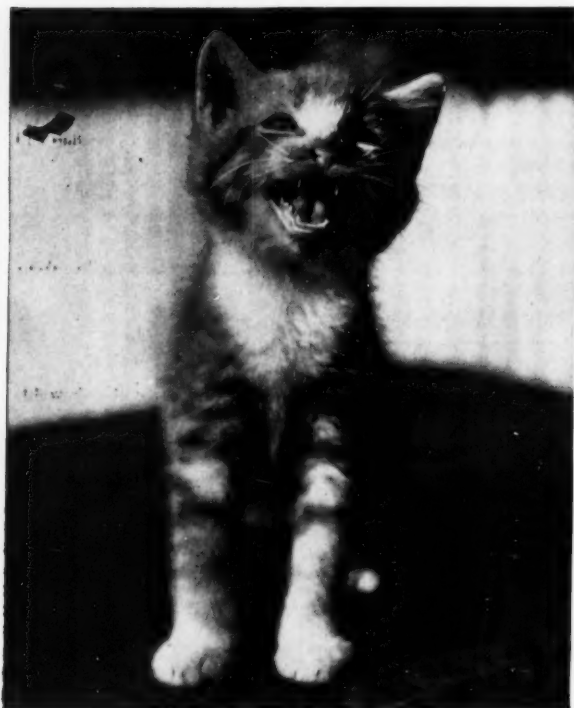
City..... Zone..... State.....



1. No amount of fancy talk will take the place of car performance . . .



2. And if your customer doesn't get the performance he expects, somebody's going to catch it in the neck.



3. But if you want him to think you're the cat's whiskers . . .



4. Speak up and tell him to use "Ethyl" gasoline and get all the power he paid for. (Of course, the timing should be set for "Ethyl" gasoline.)





THE WORD IS GETTING AROUND . . .

HAVE *you* TRIED
MOOG PISTON RINGS?



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MOOG INDUSTRIES, INC.
6650 Easton Ave., St. Louis 14, Mo.

COST LESS . . . SEAT FASTER . . . CONTROL OIL BETTER

SOUTHERN AUTOMOTIVE JOURNAL for March, 1953

Want more facts? Use Reader Service Card page 146

How Clean is Use New, Improved



"Clean as a whistle" now has a happy, new meaning. Never before have you been able to clean so clean with such little effort. That's because of the extras you get with new, improved V-C Cleansers.

Just look at them!

You'll whistle about their
QUALITY

Most of the raw materials that go into V-C Cleansers are mined and manufactured directly by V-C. That's your assurance that V-C Cleansers are made of the finest ingredients available. Careful formulation and rigid manufacturing controls blend these top-quality raw materials into cleaning compounds of the highest quality. You get better cleaning.

You'll whistle about their
ECONOMY

V-C Cleansers are no more expensive than ordinary cleansers. V-C saves money by producing most of its own raw materials. These savings are passed on to you in more cleaning power at lower cost. When you buy cleansers from V-C, you are buying from the manufacturer of the basic ingredients. You get greater value.

New V-C Cleansers are granulated to a uniform particle size to assure physical uniformity. This means no caking, no dusting, less waste and easier use in hot or cold, hard or soft water. The granules stay separate and easy to handle, dissolve quickly and start cleaning immediately. You get easier cleaning.

You'll whistle about their
GRANULATION

Unsurpassed quality, uniform granulation and real economy are just some of the extras you get with V-C Cleansers. Get all of the facts. Learn how cleaning with V-C Cleansers is a happy job.

MAIL THIS COUPON TODAY

a Whistle?

V-C

CLEANSERS and see!



V-C FIT* Car-Wash

Non-streaking, high-sudsing, V-C FIT is safe to use on the most delicate of waxed finishes and on car upholstery. It is instantly soluble, works well in hard or soft water, is ideal for production line techniques in car-washing. Makes your customers happy!

V-C ROY* Concrete Cleanser

Specially formulated for cleaning garage floors, service station aprons, machine shops, etc. Decidedly economical, V-C ROY is 100% active, leaves a pleasant pine aroma, is readily soluble in cold water. Ideal for day-to-day use in keeping concrete spotless.

V-C TUFF*

Heavy-Duty Concrete Cleanser

A superlative cleanser for removing really heavy deposits of oil, grease and dirt from concrete, cement and metal. Ideal for cleaning grease pits, shop floors, grease-caked machinery... excellent for cleaning white wall tires. Has high alkalinity, two separate emulsifiers

...is completely free-rinsing and is fortified with pine oil. V-C TUFF is safe to use on metal... will not harm rubber... is positively non-flammable... leaves concrete white.

V-C ZIP

Heavy-Duty Steam Cleaner

Unsurpassed for steam cleaning heavily incrustated and greasy equipment. Should be used on tough surfaces where maximum cleaning power is needed. It is also a superior heavy-duty vat cleaner for stripping paint and removing various heavy soil deposits.

V-C JET*

Medium-Duty Steam Cleaner

Specially formulated for general, all-around use. Will not clog steam coils, pumps or hose nozzles. Actually dissolves previously deposited lime scale. Softens hard water, is non-irritating

and free-rinsing. Excellent for vat cleaning and metal degreasing.

V-C QUICK*

Light-Duty Steam Cleaner

Provides strong cleaning action without the unpleasant effects of caustic alkali. Safe to use on magnesium and aluminum parts, its vapors are harmless to operator and surface. Poor ventilation and delicate surfaces are no problem when you use V-C QUICK. It's also ideal for use as a mild vat cleaner.

V-C CEL Water Conditioner

Conditions and softens hard water. In hard water areas, V-C CEL should be added to the solution tank of steam cleaning machines and used along with the proper V-C Steam Cleaner. It makes steam cleaning more efficient and helps protect valuable equipment.

*Reg. Applied For

for Complete Information

VIRGINIA-CAROLINA CHEMICAL CORPORATION Chemicals Division • 401 East Main Street, Richmond 8, Va. Without cost or obligation, please send me complete information on new, improved, granulated V-C Cleansers.		
NAME _____		
FIRM _____		
STREET _____		
CITY _____	STATE _____	

you haven't had an opportunity like this in years for
Fast, Easy Sales... at BIG BIG PROFITS!

ANNOUNCING
 the stunning new **Grand Prix**
CASCO
WIRE WHEEL HUBS

...converts ordinary disc
 wheels without even
 disturbing the hub caps!



FROM
THIS



WITH
THIS

to this
in minutes!

- All the Glamour... All the Flair of Continental Styling.
- Fits most 15" wheels.
- Exclusive Indexed to retain proper wheel balance.

POSITIVE ATTACHMENT

- Gives Added Protection Against Theft of Wheel, Tire, and Hub Cap.
- Adjustable Bracket Makes Installation Simple.
- Easily Removed for Tire Changing.

and you sell them at a
BIG for only **\$21.95**
PROFIT TAX INCL.
 COMPLETE SET OF 4

BE FIRST TO CASH IN!-CONTACT CASCO



IT'S A *Quality Product!*

and it's backed by a complete merchandising program for you.

WINDOW STREAMERS
 DISPLAYS
 NEWSPAPER ADS
 POSTERS

CHOICE OF THREE
 GORGEOUS FINISHES

New!

Chrome Tone

BONDERIZED, BAKED ENAMEL FINISH
 All the beauty... all the rich tone of chrome plus
 FAR GREATER DURABILITY. Cat. No. A-600 21.95

Coronation Red A striking red baked enamel
 tone that adds a complimentary note to any body
 color. Cat. No. A-700 21.95

Alhambra Ivory A smart, rich, ivory baked
 enamel tone that blends beautifully with every
 popular car finish. Cat. No. A-800 21.95

Under NPA regulation manufacturers are restricted to only a .00005 nickel flash under chrome on automotive accessories such as wire wheels. Casco, with over a quarter century experience in top-quality plating... with the finest, most modern plating plant in the country, is first to recognize the impracticality of using chrome-minus-nickel plating on wire wheel hubs. Such below-standard plating, exposed to the ravages of water, dirt and mud in splash areas would quickly corrode and rust.

FOR THIS REASON, Casco has applied all its resources for research and testing in the development of these new finishes—the only ones that will make well-satisfied customers for you!

CASCO PRODUCTS CORP.
 BRIDGEPORT 2, CONN.

Southeast Repr.: LAWRENCE M. HIRSIG & CO.
 American National Bank Bldg., Jacksonville 7, Fla.

Southwest Repr.: HIRSIG-FRAZER COMPANY
 4333 Belmont Ave., Dallas 4, Texas.

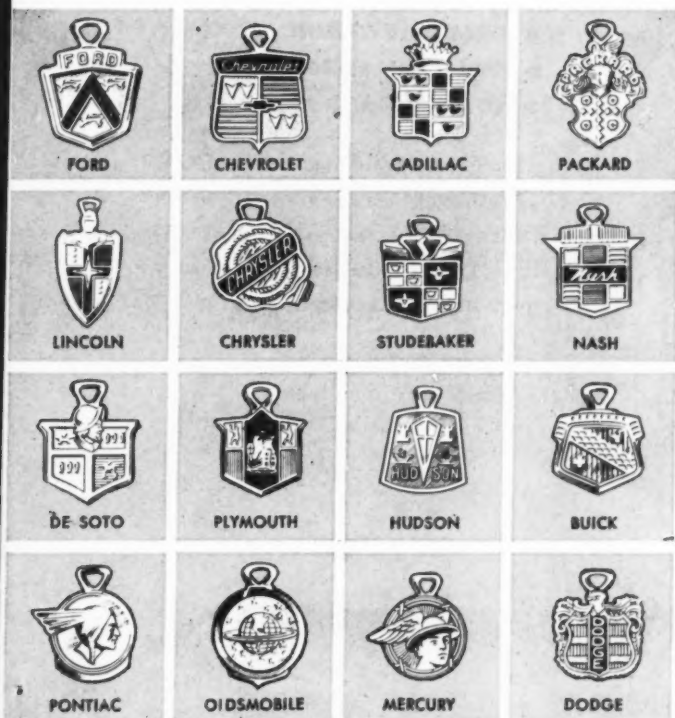
HOLD THE KEY TO GREATER PROFITS

with this new line of

Autogram

SIGNET KEY CHAINS

the hit of the
recent
AAMA meeting



IN ALL SIXTEEN POPULAR MAKES

You can be sure of fast movement because they come from Signa-Craft, largest suppliers of Insignia Key Chains, makers of Autograms, the original self-adhering initial.

And everyone at the recent AAMA Show agreed that this was the most complete, the most attractive, the most saleable, and the most sensibly merchandised line of Auto Insignia Key Chains on the market. Designed to cover all price ranges . . . to appeal to all tastes . . . the Signa-Craft line is the line for you.

A5 15 Brand-new, low priced, volume seller . . . jeweler's quality 18 Kt. Gold Plated Brass Plaque, engraved and enameled, and mounted on jewel-tone plastic tab with beaded brass chain.

AC 35 Medium-priced, high quality number . . . beautifully finished, bas-relief insignia . . . of solid brass, 18 Kt. Gold Plated and Enameled — or chrome plated and enameled, attached to deluxe jeweler's-link chain and key holder.

AC 37 A luxury-quality item, held to the medium priced range. Insignia and key chain similar to AC 36, but mounted on extra-heavy plastic tab in colors to complement automobile finishes.

AC 39 For the deluxe trade, but priced to sell, beautifully finished automobile insignia mounted on tab of genuine leather, tooled in 24 Kt. Gold.

Merchandised to sell by themselves. Available in assortments or for single car make, 72 or 36 pieces, mounted on self-selling permanent metal rack display. (Note: display available for A5 15 with 100 piece order only. Attractive window or counter display (illustrated) also available.



signa-craft inc. 292 FIFTH AVE., NEW YORK 1, N. Y.

See a complete showing of our line at the South East Automotive Show, Dinner Key Exposition Building, Miami, Fla., May 22-24.



The **ONLY** Spark Plug with **PATENTED** **CORALOX** **INSULATOR**

AC's patented **CORALOX** offers these advantages over all previous types of insulator materials:

- GREATER GASOLINE ECONOMY
- SMOOTHER PERFORMANCE
- LONGER SPARK PLUG LIFE

These outstanding **CORALOX** advantages, coupled with AC's enormous original equipment volume, give AC dealers a constantly growing replacement market.

AC

**SPARK
PLUGS**

**Original factory equipment
on nearly as many new cars
as all other makes combined**



PROTECTING

**more new car engines
than any other brand**

1 **ALUVAC** keeps oil clean . . .
removes particles as small as
1/100,000 of an inch

2 **ALUVAC** has greater filtering
area . . . it's ten times greater
than ordinary elements

3 **ALUVAC** has no harmful
chemicals . . . won't remove de-
tergents from heavy-duty oils

4 **ALUVAC** is durable . . . resists
the action of harmful acids,
gasoline or water



WITH
ALUVAC
ELEMENTS



**Standard or optional factory
equipment on Buick, Cadillac,
Chevrolet, Oldsmobile and GMC**

Get set for the '53 cars with the 12-volt systems



**Full line of
General Electric
12-volt lamps
available now!**

ALL the new Cadillacs and Oldsmobiles, Buick Supers and Roadmasters, and Chrysler Crown Imperials have 12-volt electrical systems. It's another big opportunity to pile up lamp replacement profits!

There's a market right now for 12-volt lamp replacements due to accidental breakage of headlamps, tail lamps and inside lamps. And there's a growing 12-volt lamp replacement market to come!

Complete assortments of General Electric 12-volt lamps including a new 12-volt sealed beam headlamp, tail lamps and inside lamps are available to help you get set. And they're packed in packages plainly marked with a big 12-V to help you avoid replacement errors.

Get your share of this new lamp replacement market. Stock up on General Electric 12-volt auto lamps. Call your G-E lamp distributor today.

You can put your confidence in—

GENERAL  ELECTRIC

**Mr. Dealer—Here's how to
make a \$7.15 per car sale
on an operation as simple
as an oil change!**



*Flare Liqui-Matic Fluid retails for 65c a qt. The average car uses 11 qts., which makes a total sale of \$7.15. In addition, many dealers make a charge for service. Your opportunity for greater profits.



**Over 7,000,000 Automatic Transmission Cars are Potential
Customers . . . Thousands More are Built Each Year!
GET READY FOR YOUR SHARE OF THIS TOP-PROFIT ITEM!**

More than 7,000,000 General Motors and other make cars are already equipped with automatic transmissions and the number is ever growing! These units require a refill every 10,000 to 25,000 miles. The Service Manual which the

Bell Company offers, fully explains how to service and refill these transmissions. Any garage or service station can render this service. Your local jobber has FLARE LIQUI-MATIC FLUID available in convenient sizes. Contact him today.

Free!

**New Service Manual On
Automatic Transmissions**

An illustrated service guide for mechanics and service station attendants! Contains complete details on checking, draining and refilling all cars with automatic and semi-automatic transmissions, and Hudson wet clutches. Mail the coupon today.

THE BELL COMPANY, Inc.
413 N. Wolcott Ave., Chicago 22, Ill.



THE BELL COMPANY, Inc., Dept. 407
413 N. Wolcott Ave., Chicago 22, Ill.

Please send me immediately a free copy of your Service Manual on Automatic Transmissions.

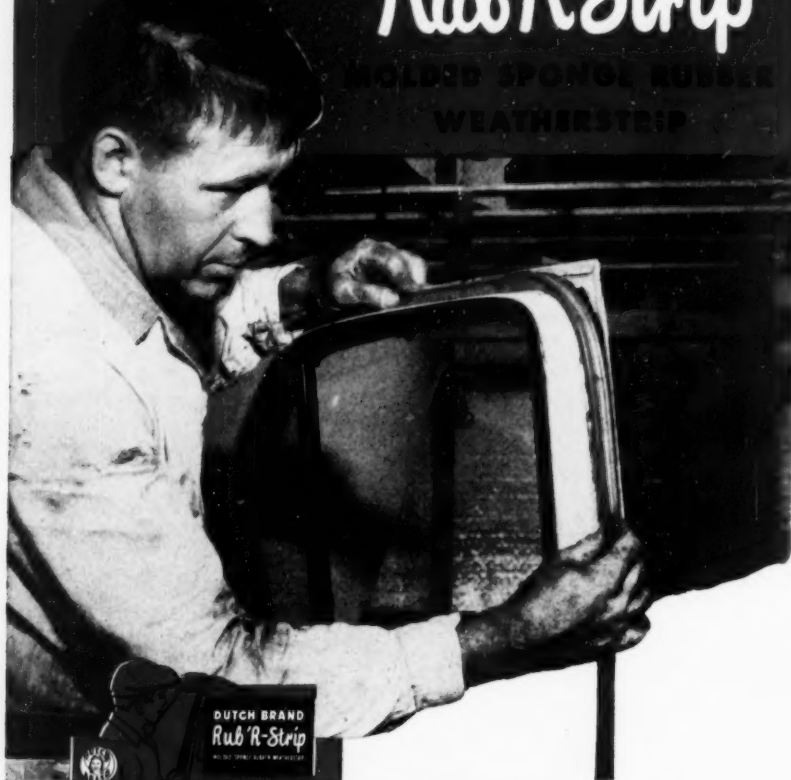
NAME.....

ADDRESS.....

CITY.....ZONE.....STATE.....

DUTCH BRAND Rub'R-Strip

MOLDED SPONGE RUBBER
WEATHERSTRIP



replacement for
original equipment

standard sizes



607



609



611

DUTCH BRAND Rub'R-Strip provides a complete line for replacement of original weatherstrip. It comes in correct size and shape to meet necessary requirements. Rub'R-Strip makes a perfect seal against drafts, water, dust, dirt, and stops rattles and noise. It is available in a dispensing box with rule at base for measuring desired lengths.



DUTCH BRAND

Rub'R-Shim

Here is an all-purpose weatherstrip available in widths ranging from 3/8" to 1" and thicknesses from 5/32" x 7/16" ... 10 ft. and 50 ft. rolls. It prevents rattles and seals out drafts and dust. Easily applied.

ORDER FROM YOUR JOBBER



VAN CLEEF BROS. INC.

Manufacturers of Rubber Products

DIVISION OF Johns Manville

7800 WOODLAWN AVE. • CHICAGO 19, ILLINOIS



DUTCH BRAND MASKING TAPE

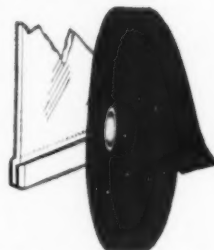
is easy to use ...

DUTCH BRAND Masking Tape is thin, flexible, strong and has the correct adhesive ... all qualities that make it an easy tape to use when masking.



DUTCH BRAND CEMENTS
are made for trim shop use

Gray and Clear Trim Cement for use with fabrics. Weatherstrip Cement for cementing rubber to rubber or rubber to metal, and Drip-Seal for use around windows and windshields. Your jobber can supply you.



DUTCH BRAND TUFF-PAK
window channel packing

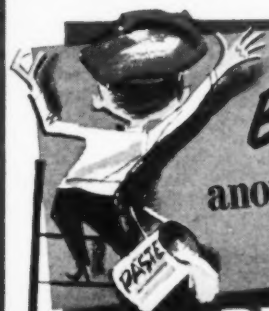
Tuff-Pak is made of special grade, clean, uniform-size ground cork combined with long life rubber compound ... applied to rough cotton sheeting. It features long life, flexibility, extra strength and weather-proof qualities. Four thicknesses are available. 1/32", 3/64", 1/16", 3/32".

TIMELY TOPICS

by UNITED MOTORS SERVICE

G.M.

UNITED
SERVICE
MOTORS



Big News! Packard Cable

another General Motors world famous product
now becomes a United Motors Line!

DELCO

ELECTRICAL PARTS

DELCO

INLITE

KLAXON

HORN

H.YATT

ROCKY BEARINGS

Delco-Remy

STARTING
LIGHTING & IGNITION

DELCO

WHEEL BEARINGS

HARRISON

WHEEL BEARINGS

DELCO

WHEEL BEARINGS

Saginaw

MORaine

DELCO

WHEEL BEARINGS

ROCHESTER

WHEEL BEARINGS

ROCHESTER

WHEEL BEARINGS

HARRISON

WHEEL BEARINGS

NEW DEPARTURE

WHEEL BEARINGS

MORaine

WHEEL BEARINGS

Guide

AC

GAUGES
SPEEDOMETERS

Packard

WHEEL BEARINGS

MORE INSIDE



PACKARD CABLE, ANOTHER WORLD-FAMOUS LINE, JOINS UNITED MOTORS

● Long preferred by automotive engineers for original equipment on cars, trucks, buses and tractors, Packard cable now becomes a United Motors Line with the merger of the Packard replacement sales organization with that of United Motors.

As the foremost builder of automotive and aviation wiring, Packard cable has won the complete acceptance and respect of the industry and the consumer. Packard's ignition, lighting, and battery cables—all superior in performance and dependability—have long been the standard of the automotive industry. Packard also manufactures a wide assortment of cable accessories, including terminals, ignition sets, fuse connectors, spark plug protectors, auto loom and trailer cord.

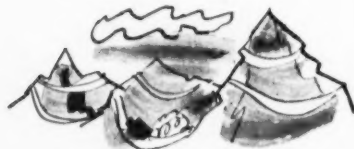
AUTOMOTIVE HISTORY WAS MADE BACK IN 1925



That's when Ralph M. Lovejoy introduced the first hydraulic shock absorber. Up until then the country had been riding on nerve as much as anything. The really important feature of the Lovejoy shock absorber was the ingenious relief valve. This valve could be changed to establish the degree of resistance required by the weight, spring tension, and other characteristics of the car. Delco has made numerous improvements on the original Lovejoy valve and it still remains the important feature and accounts for the overwhelming popularity of Delco shock absorbers. As a matter of fact every other car that passes your door is equipped with Delco shocks.

The quickest way to sell any replacement part is to show the worn part to the customer and explain its deficiency.

THEY LIVE DANGEROUSLY FOR SAFETY'S SAKE



Tops on our list of "Jobs We'd Rather Not Have" are those of the test drivers and brake engineers for Inland Manufacturing Division. These daredevils find themselves a particularly nasty mountain road somewhere in West Virginia and proceed to put cars equipped with Inlite brake linings through every possible road test. They've done this to the point where they're known as the

"try-anything" group. Nothing's too daring to try in their constant endeavor to improve the quality of Inlite brake linings. We agree with them that you can't improve without testing—but on the other hand, we're mighty glad someone else is doing it.

You can be sure of a correct battery reading if you check the new Delco 12-volt battery (3EE70) at 140 amps. for 30 seconds at 70° to 90° temperature.

NEW CARBURETOR CATALOG SPEEDS ORDERING



Rochester Products' new Popular Parts Catalog was designed to make ordering both quick and easy. It's a concise listing of the most active Rochester parts and numbers that are in constant demand in carburetor repair work. You can get this time-saver (Catalog No. 9A-110) from United Motors Service, Dept. S-32, General Motors Building, Detroit, Michigan.

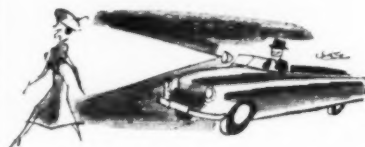
The trouble with many self-made men is that they quit the job too early.

ENGINE BEARING NEWS

The 1953 Chevrolet with Powerglide transmission is originally equipped with Moraine Durex-100 connecting rod and main bearings. This is the first time Chevrolets have been equipped with insert type replaceable connecting rod bearings—and the first time any Chevrolet engine has been built with Moraine Durex-100 type main bearings.



NEW VERSATILITY IN GUIDE SPOTLIGHTS



By the addition of a line of right-hand brackets it is now possible to install Guide spotlights on either the right-hand or left-hand side of practically all passenger cars. That's not all—the sealed unit can be changed to red for emergency use! Guide, keeping pace with the times, has also made available 12-volt spotlights for the '53 Cadillac, Oldsmobile, and Buick.

IT PAYS TO STRIKE WHILE THE IRON'S HOT



There's an opportune time and place for everything. Servicemen tell us that the psychological time to sell a customer on the many merits of the Moraine gasoline filter is when he has his car in for carburetor repairs. Both the glass bowl type and the all-metal Moraine gasoline filters will fit any model of car, truck, bus and tractor—AND they both come in attractive display packages. Customers appreciate the serviceman who suggests an ounce of prevention and saves a pound of cure.

WHAT YOUR CUSTOMERS DON'T KNOW CAN HURT THEM



Most car owners believe that the main function of a thermostat is to make the heater work quickly. And when warm weather arrives they promptly forget they ever had a thermostat. It's good merchandising to explain the importance and economic value of having one that operates efficiently. Tell them how correct engine temperature control means the difference between a smooth running car and a faulty one—poor gasoline mileage and good mileage. It's wise to check them at this time of the year—it's also wise to stock Harrison thermostats for replacements, because a very few part numbers will service most of the cars on the road.



CARBURETOR SERVICE TIP: Only one new tool is needed to check the 1953 Rochester 4-jet carburetor on the Cadillac and Oldsmobile. It's a Float Gauge (part number BT-37) which can be ordered through your United Motors distributor. No new tools are required to service Rochester carburetors on Chevrolet 1953 Models.

HOW SMALL IS 1/10,000 OF AN INCH?



When you look at the production specifications of an anti-friction Hyatt Roller or New Departure ball bearing, you may often see a symbol reading $\pm .0001$ (plus or minus one ten-thousandth of an inch).

But what does it mean?

Here's one way to explain it: Ten thousand inches equal approximately one-sixth of a mile. Imagine a steel shaft one-sixth of a mile, or about two average city blocks, in diameter. Then this symbol, $\pm .0001$, would mean that in producing this shaft, you have an allowable over or under limit of only *one inch*.

In contrast, suppose a shaft is only one inch in diameter. Now, the allowable limit is about one-fifth of the thickness of a fleck of face powder!

Producing anti-friction bearings to dimensions such as these means cutting and grinding spindles can be held so accurately and true that thousands of parts coming out of an automatic machine are identical and will fit perfectly.

Advance methods and modern machinery make this precision production possible in Hyatt roller and New Departure ball bearings.

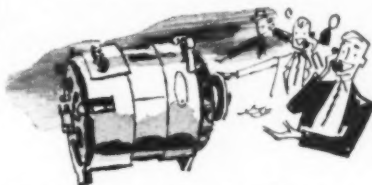
YOU CAN BE A CARBURETOR EXPERT—if you attend the Rochester Carburetor School. You'll learn all there is to know about servicing these popular carburetors. Your United Motors distributor will be glad to give you the details.

EVER LIFT ONE TON WITH ONE FINGER?



It's a cinch—with the simple addition of one Saginaw Jack. The recirculating ball principle, exclusive in the Saginaw Jack, makes it possible. As a matter of fact, you can lift an automobile with less effort than normally used in turning the steering wheel of a car in motion!

THERE'S A BIG CALL FOR THE DELCO-REMY ALTERNATOR



Here's welcome news! The Delco-Remy alternating current generator (alternator) has a 90-amp. output capacity and delivers 30 to 40 amps. at curb idle. It was designed for the many cars and trucks that have high electrical loads at sustained engine speeds. Furthermore, they're easy to service. Bearings are shielded and sealed against dust and dirt, but can be replaced without extensive disassembly. The larger brush area gives longer brush life and assures more dependable operation.

YOU CAN'T TELL A BOOK BY ITS COVER



The same holds true with brakes. You've got to look *behind* the wheel to check them thoroughly for wheel cylinder leaks, weak operating springs and worn linings. Experience has taught us that customers are pleased with this service—which could save a life! And if you want to save time too, you'll like the Delco brake repair kit. Both the master cylinder and the wheel cylinder repair kits are complete units in sealed containers.

NEW DELCO HEATER MOTOR DIS-PLAY—Consists of 4 universal motors that will replace 70 original equipment motors!

PERTINENT POINTS ON CHECKING DELCO 12-VOLT PASSENGER CAR BATTERY



The specific gravity of the electrolyte when the Delco 12-volt Model 3EE70 battery is fully charged should be $(1.270 \pm .010)$. This places it in the classification commonly called "low adjustment batteries." Batteries of this type contain a more dilute electrolyte than similar automotive batteries manufactured a few years ago. Reduced electrolyte strength has been found to increase life, to increase resistance to overcharge damage, and to

improve self-discharge characteristics of under-the-hood batteries, used in high-temperature locations. However, it must not be overlooked that batteries with low gravity adjustments are likely to be misunderstood if the deviation from so-called "standard" gravity readings is not kept clearly in mind.

One of the most common causes of error in checking low adjustment batteries like Delco's 3EE70 is the failure to interpret correctly the action of the hydrometer float. When batteries of this type are at low states of charge (one-half discharged or more), the electrolyte usually will not raise a standard hydrometer float calibrated from 1.160 to 1.300. This simply indicates that the strength of the electrolyte is below the minimum range of the float. It does not indicate any abnormality or defect in the battery. This fact should be remembered when checking low adjustment batteries during recharging, testing, or at any other time when low states of charge can be expected.

LOOKING ON THE BRIGHT SIDE: It would take 609 million watts to light all the Guide Lamp bulbs installed in one year in automotive lighting equipment!

HEY—OLD TIMERS! REMEMBER THE FIRST UNITED MOTORS SERVICE SIGN?



That was back in 1916 when Mr. Alfred P. Sloan, Jr. conceived and promoted the consolidation of a number of automotive accessory manufacturers to form the United Motors Corporation. This new corporation consisted of:

Dayton Engineering Laboratories Co. (Delco)
Remy Electric Company
Klaxon Company
New Departure Manufacturing Company
Hyatt Roller Bearing Company
Harrison Radiator Corporation
Jaxon Steel Products Company

Although the development of United Motors Service has gone far beyond what its original planners had in mind—although it has spread its influence, its business, and products far afield into realms not conceived in the early stages of its history—United Motors Service still combines in a single operation the similar field activities of many factories, thereby continuing the economy and effectiveness responsible for its beginning.

HERE'S A BRIGHT IDEA! Smart service-men check all customers' lights and call attention to any that are burned out or dim. Motorists like doing business with a place that attends to details.



Impressive National Advertising makes these **GENERAL MOTORS** products

with your customers



When horsepower
was hand fed

DELCO

This Two-
Color ad
will appear
in **LIFE**
APRIL 27



This Two-Color
ad will appear in
SAT. EVE. POST
APRIL 4
COLLIERS
APRIL 18
LIFE
MARCH 16



Preferred by
Leaders in Service!
These World Famous
Parts and Accessories by
GENERAL MOTORS



This Four-Color
ad will appear in
SAT. EVE. POST
APRIL 25
LIFE MAY 18



AVAILABILITY makes it easy to get started with United Motors lines—because no matter where you are, there's a United Motors distributor near you.

ADVERTISING makes it easy to get started with United Motors lines—because your customers are pre-sold by the strongest advertising campaign of its kind to ever hit the industry.

ACCEPTANCE makes it easy to get started with United Motors lines—because all these GENERAL MOTORS parts and accessories have won world acclaim for high quality and complete dependability. Contact your United Motors distributor—and GET STARTED TODAY!

SERVICE

This Four-Color
ad will appear
in **COUNTRY
GENTLEMAN**
for MAY



These STAR Workers Boost Service Shop Profits

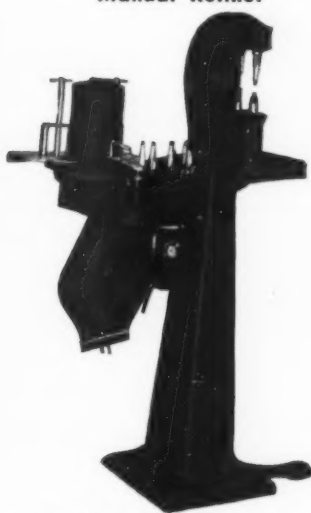
Star Brake Reliners Outperform Them All

**Star 80 — Extra
Heavy Duty Power
Reliner**



Will reline every type of brake band or shoe by power including the largest shoes on trucks, buses, trailers, oil drillers, winches, etc. A No. 10 rivet with a 1/2" head and 1/4" shank can be clinched as easily as a No. 3 rivet on small clutch plates. Has full 7 1/2" grinder. All ball bearing construction.

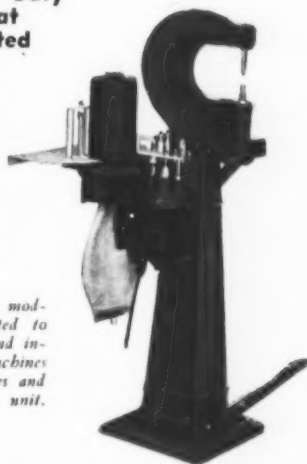
**Star 36-S
World's Greatest
Manual Reliner**



Combines in one machine riveter, separate deriveter, countersinker, 6 1/2" grinder; dust collector and grinder with speed of 3500 RPM, all constructed on ball bearings. 50 to 1 compound leverage. Fully tool equipped.

**Star 38 Heavy Duty
Deep Throat
Foot Operated**

With its 8" throat depth and 7 1/2" wide grinder, this reliner will handle the largest clutch plates—bull dozers, trucks, etc. All ball bearing construction. Handles all size rivets up through No. 10.



Complete Star line—26 models, from hand operated to fully automatic feed and including combination machines with brake drum lathes and riveting beads on one unit.

Visit our booth, No. 82,
at Southwest Automotive
Show, Dallas, March 26-29

STAR HYDRO-LIFT TWO-IN-ONE CRANE

The Star Back Saver — Time and Labor Saver

Speed of this new electrically powered crane is three times faster than hand operated pump. Power is supplied by standard 6-volt automotive battery. Just move the handle forward and any load is raised with no effort. Move the handle back and load is lowered. High efficiency pump means low battery drain.

Can be sold without portable base for truck use only, if desired.



On truck without base

**The Foreman's
Friend and Favorite**

**It Stars On Every
Heavy Lifting Job**

- ★ Easily lifts 2,000 lbs. (Available also in 2-ton model)
- ★ Easy to convert from shop crane to truck crane and back again.
- ★ Quickly portable to any place in the shop.
- ★ Easy to operate.
- ★ Available in power or hand-operated model.



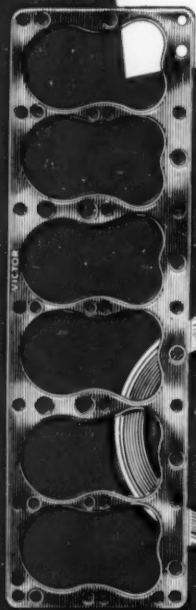
For Full Facts About These Star Performers, Write Dept. S-33

STAR MACHINE & TOOL CO. • 211 S.E. 6th St. Minneapolis 14, Minn.



Mac's a mechanic, not a shopper;
No time does he have to waste.
With a single call to his Victor Jobber,
He gets all needed parts in haste.

Now Mac's Victor Jobber has everything good,
In parts outside or under the hood.
In gaskets, of course, his stock is the best;
His oil seals, likewise, are Victor, no less!



VICTOR

"ORIGINAL EQUIPMENT"

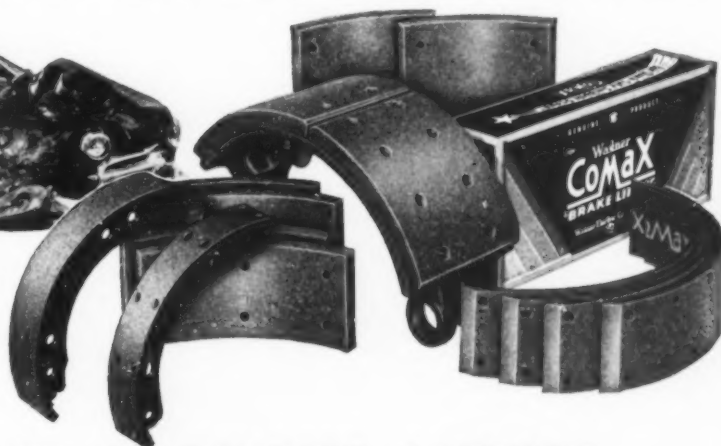
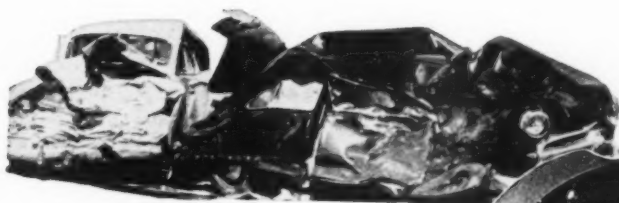
Gaskets and Oil Seals

The 100% Complete Line—Sold by Leading Jobbers Everywhere

Victor Mfg. & Gasket Co., and its affiliate,
Victor Sealing Products Co., Inc.,
P. O. Box 1333, Chicago 90, Illinois.



don't you be responsible for needless crashes...



Be safe...be sure...
reline with

WAGNER CoMaX BRAKE LINING

Protect the safety of your customers, and the lives of others, by insisting on Wagner products when you purchase materials for brake re-line jobs. Your customers deserve *good* brakes—and you can supply them.

There's no justification in using unproven "bargain price" inferior quality lining which might cause crashes on the highway... Be *safe*... Standardize on proven high quality Wagner CoMaX Brake Lining for your replacement needs.

Wagner CoMaX Brake Lining is unsurpassed for quick, safe, smooth stops. It retains the same excellent frictional qualities throughout its operating life despite excessively high operating temperatures. It contains no abrasive materials to injure

drums... will never compress or swell... does not deteriorate with age... will not absorb moisture. Brakes relined with CoMaX operate for longer periods without adjustment because CoMaX wears slowly.

Wagner CoMaX is available in sets, blocks, rolls, slabs, cut segments, and on shoes, either bonded or riveted. Coverage is complete for all cars, trucks, and buses. And when you use CoMaX you can be *sure* that you have the right lining—engineered to the brake on which it is to be used.

See your nearest Wagner jobber, or write us for details, also for free copy of MAINTENANCE HINTS—HU-197.



The 3R's for better brakes...

REFILL with Wagner Lockheed Brake Fluid

REPLACE with Wagner Lockheed Brake Parts

RELIN with Wagner CoMaX Lining

Wagner Electric Corporation

6362 Plymouth Avenue, St. Louis 14, Mo., U. S. A.

(Branches in principal cities in U. S. and in Canada)



B53-1A



Wagner

...the best known
name in brake service



LOCKHEED HYDRAULIC BRAKE PARTS and FLUID • NoRul • CoMaX BRAKE LINING • AIR BRAKES
TACHOGRAPHS • ELECTRIC MOTORS • TRANSFORMERS • INDUSTRIAL CRANE BRIDGE BRAKES

Questions about Insurance?

Ask *Federated's* QUESTION BOX

Q. What property is excluded from coverage under a fire insurance policy unless specifically mentioned?

A. Bullion, and Manuscripts.

Q. Does a company issuing Workmen's Compensation Insurance pay claims direct to the employee or the employer? What determines the amount?

A. To the employee. The amount is determined by the provision of the state workmen's compensation law.

One Accident Could Take Away Everything You Own

Minimum auto liability insurance limits are \$5,000/\$10,000 for bodily injury, \$5,000 for property damage. The inadequacy of these minimum limits is quite widely recognized. Juries have been handing down personal injury verdicts for from \$50,000 to \$150,000 for a good many years, and they are rising along with other costs.

HOW TO MEET BIG JUDGEMENTS?

What does the man who is faced with a \$50,000 judgment and has only \$5,000 liability protection do? In many cases he is obliged to sell everything he owns—home, business, and any other property. In addition, the accident may take away his right to drive an automobile.



When Kansas City firemen were called in the early morning hours to the scene of this devastation, they didn't know what had happened. "The only thing we could see beneath the rubble was a red glow from a small opening," said District Fire Chief E. M. Grass. "It turned out to be the tail light of a car." This night picture shows firemen on the scene shortly after their arrival. The driver apparently dozed at the wheel. His car hopped the curb, plunged into the building and brought down this thunderous shower of bricks, beams and timber. Miraculously the driver was not seriously injured.

Dawn lights the grim scene in the second photo, as some of the debris was removed revealing more of the car. Alleged property damage to the building was \$20,000, to the drug store \$6,000, to the doctor's office and equipment \$3,500, and to the electric sign on top \$300.00. Unfortunately, the driver had thought that \$5,000 property damage was enough on his liability insurance. It would have cost probably no more than \$10 more to have been adequately insured.

GOVERNMENT RELATIONS

Today's businessman beset by fast changing problems, can use all the expert help he can get. Information on government legislation, and on latest bureau and departmental regulations governing materials, prices,

wages, etc. are supplied him by his trade association. In addition, his association keeps a watchful eye on new legislation and guards the dealer's interest. Association membership doesn't cost much when you consider its many benefits.

Federated Mutual

IMPLEMENT and HARDWARE INSURANCE COMPANY ★ OWATONNA, MINNESOTA



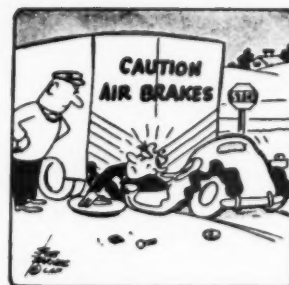
INADEQUATE PROTECTION NOT A MATTER OF COST

Auto Liability limits can be increased for bodily injury to \$100,000/\$300,000, and for property damage to \$100,000, for about ten dollars additional premium. Obviously, inadequate protection is usually a matter of lack of information, or of neglect, rather than cost.

HOW ABOUT YOU?

You probably have liability insurance on your car, but have you enough? If you would like the help of an experienced insurance man, don't hesitate to call upon your nearest Friendly Federated man. If he isn't listed in the yellow pages of your classified telephone directory, drop a card to Federated Mutual, Owatonna, Minnesota.

"ARE YOU FULLY COVERED?"



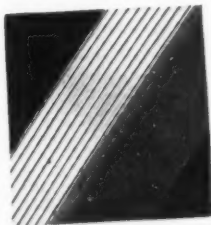
A Bad Brake

but who's fully covered? We hope you are, in case you are liable. If you aren't sure see your friendly Federated man.

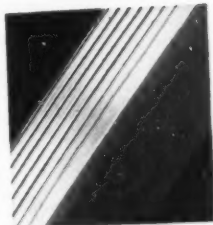
HERE ARE THE FACTS
on the new, pre-seated piston ring set
that licks break-in problems
AMERICAN HAMMERED
KROME-OIL PISTON RING SET

- ★ Krome-Oil KO's early gas and oil waste
- ★ Krome-Oil KO's short ring life
- ★ Krome-Oil KO's sludge clogged oil rings and springs
- ★ Krome-Oil KO's corrosion, friction damage, scuffing and border-line lubrication

**Pre-seating guarantees early break-in,
 long life and exceptional oil control**



This illustration shows the Krome-faced compression ring of a Krome-Oil Ring Set before it has been pre-seated. If installed as it is, the long-wearing qualities of Krome would prolong the break-in period.



Here the ring has been scientifically pre-seated at the factory by a precision lapping method equivalent to 300 to 500 miles of actual engine operation. The smooth, even bearing of the narrow contact surfaces guarantees quick seating and fast oil control.



American Hammered

AUTOMOTIVE REPLACEMENT DIVISION

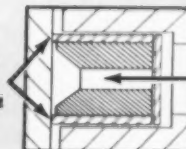
2001 Sanford Street, Muskegon, Michigan

Manufacturers of

American Hammered Automotive Replacement Piston Rings

Remember Profit-Packed American Hammered Power-Plus Service—Koetherizing • GI-60 Groove Insert • Dry Film Lubricant

The Krome-faced steel rails in this set extend beyond the cast iron center section giving instant oil control and long life.



Efficient oil drainage is provided by funnel shaped channel in spacer.

The free-flowing spring in the American Hammered Krome-Oil Piston Ring Set has more oil slots than any other on the market. Its unique slot design eliminates sludge clogged oil rings and springs.



Case histories reveal American Hammered Krome-Oil efficiency and durability



A 1950 Chevrolet taxi had 72,360 miles on it when American Hammered Krome-Oil Ring Set was installed. The taper in the cylinders was .005 and .002 out-of-round. After 17,154 miles of operation, the engine is still operating better than 1000 M.P.Q.



A Chevrolet truck being used in haul-away operation under extreme conditions of heat and continuous operation had 67,200 miles on it when Krome-Oil Ring Set was installed. The taper in the cylinders was .005. After an additional 60,300 miles of operation Krome on the rings was just beginning to show signs of wear. And, at this mileage, the rings were still delivering 725 M.P.Q.

Look at these
LOW PRICES!

6/12 VOLTS



EX-202—Mobile Fast Charger with Thermostat Control. Same as EX-203, but without tester and panel cover. 6 Volts 100 Amps. • 12 Volts 50 Amps.

\$149.50*



Exide 6/12 volt charging and testing equipment **MEANS MORE PROFITS FOR YOU**

You can't service (or sell) customers profitably without the *right* equipment and the *right* battery.

Whatever your needs for charging and testing batteries, there's an Exide model that fills the bill. Both 6- and 12-volt batteries can be serviced with this outstanding equipment.

Ask your Exide Distributor to show you the complete new Exide line of battery service equipment. It is economical, eye-appealing, money-making. It pays for itself by increasing service sales and battery volume.

Remember: the best equipped dealer sells the *most* batteries . . . makes the *most* money.



The now-famous
ULTRA START, leader of the Exide line

EX-402—Heavy-Duty Portable Fast Charger with Thermostat Control. Weighs only 34 pounds. 6 Volts 100 Amps. • 12 Volts 50 Amps.

\$132.25*



EX-302—Portable Fast Charger with Thermostat Control. Weighs only 26 pounds. 6 Volts 75 Amps. • 12 Volts 40 Amps.

\$112.00*



EX-6A—Standard (Slow) Charger. Charges six 6-volt or three 12-volt batteries in 24 hours. (Also available in 12-battery and 24-battery capacity.)

\$52.50*

EX-500—

Utility Charger. 6 Volts 40 Amps. • 12 Volts 25 Amps. Meets practically all charging needs.

\$59.75*

Other models as low as

\$26.00*



*Suggested authorized dealer prices—115 volt 60 cycle models

THE ELECTRIC STORAGE BATTERY COMPANY, Philadelphia 2 • Exide Batteries of Canada, Ltd., Toronto

"EXIDE" and "ULTRA START" Reg. T.M. U.S. Pat. Off.

Allied APC *
American
Brakeblok

BALKAMP

Belden

BRIDGEPORT

BRIGGS

BROWN LIPE

CELORON

DETROIT

DITTMER

DUCKWORTH

ECHLIN

Federal

Allied GRAPHO

MARTIN-SENGER

MicroTone

Modac

Monmouth

New Britain

Allied
PRECISION

PURITAN

RABBIT

Allied
RAYMOND

Soundmaster

STANDARD

Spicer

Thomson

VALCO

UNITED

VZALL

Allied
WISCONSIN

ZOLLNER

Ask Your N·A·P·A Jobber

Allied *
American
Brakeblok

Sunny Days Ahead!



PUT YOUR CAR IN TUNE 

- * Motor and Clutch
- * Brakes, Front End and Shocks
- * Carburetor and Ignition
- * Lights and Safety Devices
- * Cooling and Exhaust Systems
- * Paint and Hardware

APRIL		MAY		JUNE	
MON	1	MON	1	MON	1
TUE	2	TUE	2	TUE	2
WED	3	WED	3	WED	3
THU	4	THU	4	THU	4
FRI	5	FRI	5	FRI	5
SAT	6	SAT	6	SAT	6
SUN	7	SUN	7	SUN	7
MON	8	MON	8	MON	8
TUE	9	TUE	9	TUE	9
WED	10	WED	10	WED	10
THU	11	THU	11	THU	11
FRI	12	FRI	12	FRI	12
SAT	13	SAT	13	SAT	13
SUN	14	SUN	14	SUN	14
MON	15	MON	15	MON	15
TUE	16	TUE	16	TUE	16
WED	17	WED	17	WED	17
THU	18	THU	18	THU	18
FRI	19	FRI	19	FRI	19
SAT	20	SAT	20	SAT	20
SUN	21	SUN	21	SUN	21
MON	22	MON	22	MON	22
TUE	23	TUE	23	TUE	23
WED	24	WED	24	WED	24
THU	25	THU	25	THU	25
FRI	26	FRI	26	FRI	26
SAT	27	SAT	27	SAT	27
SUN	28	SUN	28	SUN	28
MON	29	MON	29	MON	29
TUE	30	TUE	30	TUE	30
WED	1	WED	1	WED	1
THU	2	THU	2	THU	2
FRI	3	FRI	3	FRI	3
SAT	4	SAT	4	SAT </tr	

IS ADVERTISED IN **POST** AND **Collier's**

Quality Assured by the Nation's Largest Independent Parts Organization



for this job-selling poster — featuring the Spring Service advertised by NAPA in **POST** and **Collier's**

Year around, the quality of the lines your NAPA Jobber distributes is steadily built up in your customers' minds by NAPA's colorful national advertising. Here's your chance to cash in on this great *selling* campaign! Ask your NAPA Jobber for a "Sunny Days" poster. Display it prominently . . . remind your customers that the service and parts you offer are the same

they've seen in The Post and Collier's. And on the jobs the poster helps sell, be sure you use parts and supplies you can point to with pride. Your NAPA Jobber can supply them promptly . . . genuine quality products identified by the NAPA Seal, for cars and trucks of all makes and ages. This peak season, and around the calendar, bear in mind the reasons why:

*Your NAPA Jobber
is a Good Man to Know!*

NATIONAL AUTOMOTIVE PARTS ASSOCIATION • DETROIT



It's G. G. for '53

An all-new Hein-Werner 4 ton hydraulic service jack

Here's the answer to the mechanic's demand for a hydraulic service jack that would handle all cars and light trucks, and yet be easy to handle and easy to use. Just a look at a few of the important construction features of the advanced design G. G. will tell you why:

- long powerful chassis
- structural steel side members
- ball-bearing casters
- easy-to-spot white swivel saddle
- positive action release valve
- rapid automatic speed pump
- pivoting unit
- lifting range 4" to 24"

For further details,
see your H-W jobber or write us.



THE COMPLETE HEIN-WERNER LINE OF HYDRAULIC JACKS INCLUDES:
Under-Axle Jacks of 1½ to 100 tons capacity . . . "Bumper-Lift" Jacks for
passenger cars . . . "Swift-Lift" and Service Jacks for shop use . . . Adjustable
Car Stands . . . "Push and Pull" and "Pushmaster" Jacks for body, fender,
and frame work.



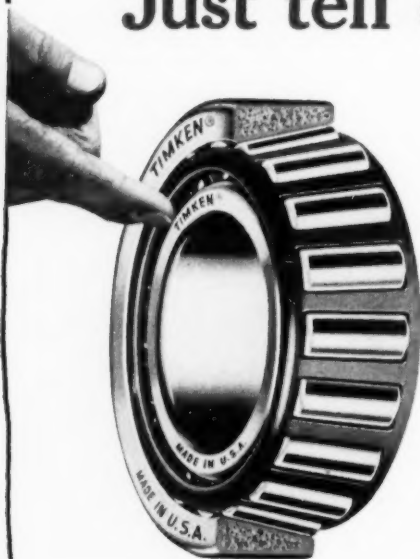
HEIN-WERNER CORPORATION
Waukesha, Wisconsin



Want to be #1 on
your customer's
hit parade?

Customers will rate your service tops if you let them know you use the best replacement parts. So, when you install a new tapered roller bearing, always point to the trade-mark "Timken®". To motorists, it means top quality, top dependability.

Just tell 'em it's "TIMKEN®"



FOR more than 50 years, the Timken Company has been improving its original tapered roller bearing through research and development. Only Timken bearings give you all these advantages: (1) advanced design, (2) special analysis Timken steels, (3) precision manufacture, (4) rigid quality control.

That's why leading automotive manufacturers have made Timken bearings their first choice for original equipment — and that's why your customers will want them for replacement, too. Send today for *your* free copy of the booklet, "Timken Tapered Roller Bearings, Their Care and Maintenance" to Dept. JAS-3, The Timken Roller Bearing Company, Canton 6, Ohio. Cable address: "TIMROSCO".

TIMKEN TAPERED
ROLLER
BEARINGS

TRADE-MARK REG. U. S. PAT. OFF.

NOT JUST A BALL NOT JUST A ROLLER THE TIMKEN TAPERED ROLLER BEARING TAKES RADIAL AND THRUST LOADS OR ANY COMBINATION



Everybody Profits

WHEN YOU USE **WEAVER** TWIN POST LIFTS

Yes, Sir, Weaver Twin Posts help everybody. The shop owner exacts more profit from each job; the customer gets quicker service and better work; and the mechanic escapes needless drudgery and inconvenience.

With a Weaver Twin Post the mechanic walks right to the job, works in a convenient upright position, has easy access to every under-chassis point. There are no obstructing rails in the way . . . no "blind spots" to block

his view. All of which promotes a better quality of work, saves valuable time on every job, and keeps the mechanic happy.

And, remember, the Weaver Twin Post is the only automotive type lift that can handle all wheel base lengths without loss of lifting capacity.

Regularly furnished with wheel base adjustment of 88"-148", and can be furnished with extensions to provide wheel base adjustments from 36" minimum to unlimited maximum.

No other lift on the market offers so many advanced features . . . so much extra convenience and efficiency . . . so much dependability. Ask your Weaver jobber or write us for complete facts and time study proof of Weaver Twin Post superiority, job-by-job. Ask for bulletin SAJ-457.



WEAVER MANUFACTURING CO., SPRINGFIELD, ILL., U. S. A.

SERVICE SHOP EQUIPMENT

Complete Weaver line includes—Twin Post Lifts..Unit Lifts..Wheel Alignment Equipment..Headlight Testers..Brake Testers..Wheel Balancing Equipment..Jacks..Wheel Dollies..and Air Compressors.



**New Black & Decker Deluxe
Super-Service VALVE REFACTOR
Obsoletes All Other Equipment . . . \$360.⁰⁰ (complete)**

For Higher Profit Valve Reconditioning



*You can't beat
Black & Decker Equipment*

Here's why: Black & Decker valve reconditioning equipment obsoletes all other! Designed for years of dependable service, correctly engineered, and precision-built to get jobs done faster, and most important, *right the first time!* Check the features of the new, improved B&D Deluxe Super-Service Valve Refacer and the Vibro-Centric* Grinder. Then, see them demonstrated at your nearby B&D Distributor . . . you'll see first-hand why you can't help getting a better job every time with Black & Decker tools! For more information, write for free catalog to: THE BLACK & DECKER MFG. CO., 629 Pennsylvania Ave., Towson 4, Maryland.

MORE FLEXIBLE CAPACITY is built for years ahead! Takes up to 4" valve heads; $\frac{9}{16}$ " to $\frac{11}{16}$ " valve stems; 0° to 90° valve angles; traverse grinds at any angle.

NEW END GRINDING ATTACHMENT is extremely quick-accurate-efficient; gives you *everything* you need for grinding valve stems, rocker arms and tappets in one complete package!

SMOOTH, ABUNDANT POWER is developed by two B&D universal motors, independently driving collet and wheel spindles.

QUICK ACTING COLLET CLAMP with fast, accurate thread, holds valve in perfect alignment for grinding factory-accurate angle.

SUPER-SPEED FEED SCREWS for fast, accurate work have bearing adjustment with automatic end play take-up.

FINEST HYPOID GEARING drives the workhead spindle for smoothest grinding finish.

NEW COOLANT SYSTEM features wet grinding at both valve and attachment wheels, one-valve control, improved reservoir.

SIMPLIFIED CONTROLS make every operator an expert.



Black & Decker
Vibro-Centric*
VALVE SEAT GRINDER
\$53.00 (complete)

FAST, accurate, foolproof! Matches the speed and accuracy of the Valve Refacer to turn out perfectly matched valve assemblies. Driving spindle incorporates a positive vibrating action which lifts the grinding wheel from the stone once each revolution. This prevents loading the stone, speeds up grinding and reduces stone wear. All grinding is concentric, cutting the entire circumference of the seat, and insuring correct alignment. No complicated adjustment or "rigging" required! You recondition the average cast iron seat in a few seconds!

B&D Vibro-Centric* Grinders will give years of service in high-speed grinding. Powerful B&D-built universal motors maintain high grinding speed even with larger, heavier stones often required in tractor, truck and Diesel work! Available in complete Kits offering assortments of equipment for all the most popular cars or for special groups of cars, trucks and tractors.

*Trade Mark Reg. U.S. Pat. Off.

LEADING DISTRIBUTORS EVERYWHERE SELL



Black & Decker
 PORTABLE ELECTRIC TOOLS



BOWER

**roller
bearings**

QUALITY

You get only the best in quality, high precision, extra strength, easy installation and fine performance!

ACCURACY

Well designed, carefully manufactured to close tolerances, you *know* you are right when you install Bower!

SERVICE

Bower quality plus Federal-Mogul's outstanding service—an unbeatable combination working for YOU!

**Ask Your
Federal-Mogul Jobber?**

FEDERAL-MOGUL SERVICE

(Division of Federal-Mogul Corporation) DETROIT 13, MICHIGAN



BARNES NASH
of Bedford, Pa. (Pop. 4,500)

hangs up 10-year total of

10,000 Alinement and

18,000 Balancing Jobs!

Barnes reports paying for a new \$40,000 11-stall service set-up out of Bear profits with an original investment of \$2,000. They're adding a Telaliner, of course!



Everywhere Smart Operators are proving...

the MORE "BEAR" you have...
the MORE MONEY you make!

Barnes Nash's experience is typical of the fact that the more "Bear" you have, the more jobs you get and the more money you make! "Bear" operators from coast-to-coast will tell you that they make more money with "Bear" . . . because "Bear" Signs are the best business-getters they've ever used . . . and their "Bear" equipment does the job quicker, easier, and better! Write today for the full story and catalog. Bear Mfg. Co., Dept. S-1, Rock Island, Illinois.



Here's the Newest "BEAR" Money-Maker

the "BEAR" Telaliner
Faster, More Accurate, Electro-magnetic Checking and Correction
MAKES MORE MONEY FOR YOU!

NOTHING LIKE IT FOR SELLING MORE ALINEMENT JOBS! EXPOSES ALL STEERING TROUBLES ON A BIG SCREEN THAT DRAMATIZES THE READINGS—AND SELLS CAR OWNERS ON SIGHT!

- ✓ NO WASTED STEPS! NO GETTING OUT FROM UNDER TO CHECK!
- ✓ QUICKLY INSTALLED ON YOUR PRESENT EQUIPMENT
- ✓ CHECKS MECHANICALLY AS WELL AS ELECTRICALLY
- ✓ CHECKS ALINEMENT FROM WHEEL SPINDLE OR RIM

WHEREVER YOU PUT THEM "BEAR" SIGNS BUILD YOUR BUSINESS

...Cash in on these SIGNS NOW BEING ADVERTISED REGULARLY IN

POST AND Farm Journal



R-6177

How to



AUTO-LITE DISTRIBUTORS

... like all Auto-Lite service parts, are related to the complete electrical system by Auto-Lite engineering, design and manufacturing skill to give your customers the best performance money can buy.

AUTO-LITE BACKS DEALERS with "Suspense!" on coast-to-coast TV and Radio networks . . . national ads in leading publications . . . a huge ready-made market of many million Auto-Lite equipped vehicles . . . plus field help, world-famous training schools, informative catalogs and specifications, mat service and promotional material.

AUTO-LITE CAP has many added features that mean outstanding performance for your customers. The cap is made of a special phenolic material carefully selected for its arc-resistant qualities. It also resists severe temperature changes encountered under the hood during normal engine operation. Ribs inside the cap reduce tendency for flash-over—minimizing the old hard-starting bugaboo in frosty or damp weather.

win new customers ...and keep old ones happy!

MATCH YOUR HONEST WORKMANSHIP WITH THE QUALITY OF ORIGINAL SERVICE PARTS

THROUGH constant improvement and development . . . through use of the best, and often more costly, design, manufacture and materials . . . Auto-Lite automotive electrical systems, and the parts in the system, have set new standards of quality.

This quality is important to you! It protects your honest workmanship . . . assures you greater customer satisfaction . . . builds future business from repeat sales. Whether it's coils, condensers, voltage regulators, generator brushes . . . or complete electrical systems . . . when you check detail by detail, you know Auto-Lite quality cannot be beat!

More than half of America's car makers specify Auto-Lite. When servicing Auto-Lite equipped cars, be sure to recommend

and install Auto-Lite Original Service Parts. And display the Auto-Lite Original Service Parts sign.

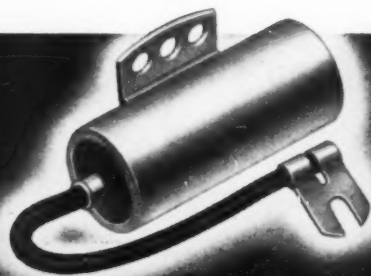
THE ELECTRIC AUTO-LITE COMPANY

Parts & Service Division

Toledo 1

Ohio

This sign
identifies
you as a
source of
Auto-Lite
Original
Service
Parts



AUTO-LITE CONDENSER demonstrates Auto-Lite's determination to spare no effort for top quality. Condenser windings are held in a vacuum before and during submerging in hot wax, to force wax into every crack and crevice. This provides a moisture-free unit. Special high voltage condenser is designed to provide protection against extreme voltage surges from unusual service conditions, such as loose spark plug wires.



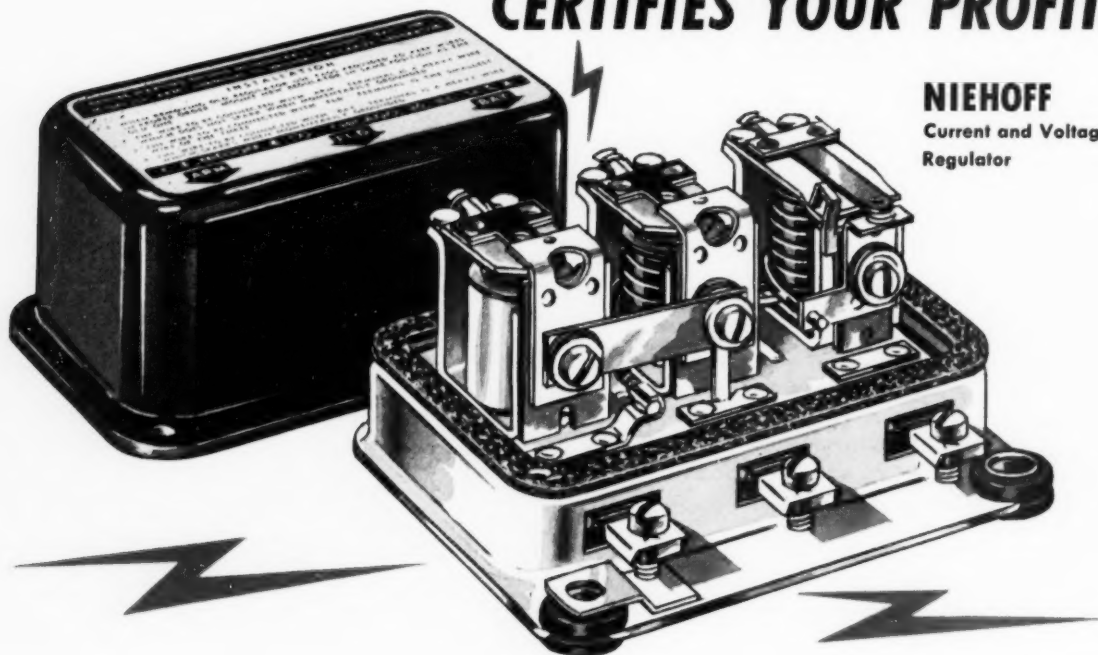
AUTO-LITE CONTACT SET is a typical example of how Auto-Lite Ignition Engineering helps provide best performance. Contacts are pure tungsten to better withstand arc temperatures as high as 3500° F. Both metal-grain and hardness are carefully controlled to withstand pounding. In torture tests, original Auto-Lite breaker arms have an average fatigue-factor as high as 24-1 compared to some replacement parts tested.



AUTO-LITE ROTOR illustrates advantages of Auto-Lite precision engineering in providing exact clearance necessary between the rotor segments and cap inserts, to prevent breakage. Auto-Lite adds a spring or in some cases three vertical supporting ribs within the rotor to grip the sleeve and insure a tight fit. The ribs also allow for the expansion of the rotor body to maintain uniform concentricity.

Precision

CERTIFIES YOUR PROFITS



NIEHOFF

Current and Voltage
Regulator

PERFECT FIT for quick installation in every major ignition system is a Niehoff parts characteristic that pays triple dividends: Saves time costs, speeds job completions, wins you permanently contented customers. Get the Niehoff Dealership story. It's building top business for more than 42,000 profit-wise shop operators coast to coast.

NIEHOFF PARTS
fit every make and model
of popular cars, trucks,
buses and tractors

SEE YOUR JOBBER NOW
NIEHOFF Warranteed IGNITION

C.E. NIEHOFF & CO. 30th ANNIVERSARY YEAR
4925 Lawrence Ave., Chicago 30, Ill.

BRANCHES:

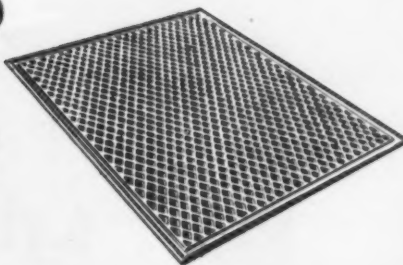
Boston 34, Mass., 254 Brighton Ave.
Los Angeles 15, Cal., 1330 W. Olympic Blvd.
New York 19, N. Y., 250 W. 54th St.

See us at the **SOUTHWEST AUTOMOTIVE SHOW**, Dallas, Texas, March 26-29, Booths 272-273

**You'll
Make...**



**Feather Flex
TIRE REPAIRS**
Blunt Diamond
shape to reduce
bumping.



**MORE
PROFITS...**

**Feather Flex Auto and All Purpose
RUBBER MATS**

Two modern designs. Five
beautiful colors. Three engi-
neered sizes.



**Blunt Diamond
SIZZLE PATCHES**

With Filler Tabs and faster
firing sizzle board.



COLD PATCH

All sizes of kits
for shop and
car.

by handling the

**ENTIRE
LINE...**

FRICTION TAPE

Non-ravelling. Per-
manent, yet non-
sticky.



RUBBER CEMENT

For all tire and
tube repair
needs.



TRUCK SPLASH GUARDS

Heavy, fabric reinforced
all new rubber.

of
**MONKEY GRIP
AUTOMOTIVE
RUBBER
PRODUCTS!**

NEW

MONKEY GRIP PRODUCTS!

**Auto Mat
DISPLAY MERCHANDISER**

Holds 30 mats.
Compact, light.
Sets up in sec-
onds.



**PLASTIC
ELECTRICAL
TAPE**



TIRE TALC
Quick Cure
VULCANIZING
CEMENT



**Bevel Edge
Tube Patch
REFILL KITS**



**MOTORIST
KITS**

Complete kits
including
clamps and
regular size
patches.



**CEMENTS
SOLVENTS
REPAIR GUM**

See Us
At Booths
138-139-140
Southwest
Automotive
Show
DALLAS

MONKEY GRIP SALES CO.

5320 HARRY HINES BLVD. • DALLAS, TEXAS



SAME OWNERSHIP AND MANAGEMENT AS BETTER MONKEY GRIP COMPANY



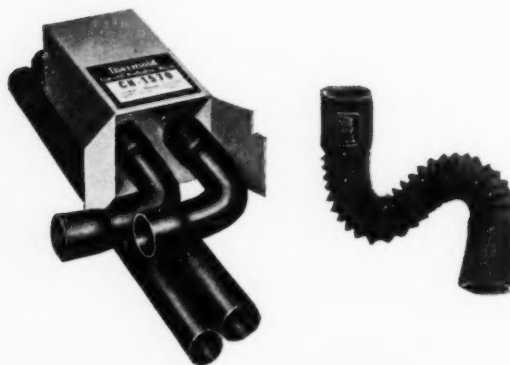
don't let it leak out:

You can make an extra profit on Spring check-ups. Take a look at the radiator hose. Chances are it's spongy and needs replacement to prevent leaks.

Install Only Genuine Thermoid

From tube to cover, Thermoid Radiator Hose is made to withstand the severe demands of increased engine temperatures and flexible motor mountings. It provides dependable service over an extra long life without deteriorating.

Your jobber can supply Thermoid Hose of any type—for air . . . water . . . car heater . . . and radiator.



Thermoid

Thermoid Company • Trenton, New Jersey

Brake Linings • Fan Belts • Radiator Hose • Hydraulic Brake Parts and Fluid • Car Mats • Clutch Facings • Thermoid Precision Process Equipment.



1

**Match any car color
in a few minutes!**



2

**Prepare only as much
paint as you need and
reduce waste!**



3

**Maintain a low paint
inventory at all times**

**Modernize auto refinishing
with the low cost**

*R-M
Tintometer*



The Tintometer is accurate to an extremely precise 1000th part of measurement! Its complex mixing spiral is highly compact and sturdy!

RINSHED-MASON Co.

5935 Milford Ave., Detroit 10, Michigan
1244 N. Lemon St., Anaheim, California

In Canada: Standard Paint & Varnish Company, Ltd., Windsor, Ontario



"I ORDER MY ANTI-FREEZE EARLY

...it's just good business"

says **RAY E. BROWN**
SPOKANE, WASHINGTON



READ WHY . . . SEE IF EARLY ORDERING DOESN'T SPELL DOLLARS AND SENSE TO YOU, TOO! "I order early for a very simple reason," writes this smart dealer. "You can't go wrong ordering early, but ordering too late can be a bad mistake." This year thousands of dealers like Ray Brown aren't going to miss out on that profitable "first fill" business. They know it's a smart idea to be ready with the most popular brands. That's why they are signing up now with their suppliers for the leading anti-freeze team—Du Pont "Zerone" and "Zerex."



ORAN J. RATHBUN
St. Louis
Missouri

Folks can pick and choose now... most want "ZERONE"® or "ZEREX"®—so I take no chances and place my order early

With Early Ordering,
I can count on good
"first-fill" business

HARRY O'BRIEN
Pittsburgh
Pennsylvania



When you don't have to pay
for it now—or take delivery
until you're ready—doesn't
it make sense to . . .

ORDER YOUR ANTI-FREEZE NOW!



REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

SIOUX

TOOLS

**Years Ahead
of Anything
on the Market!**



**the NEW
No. 645 LC
SIOUX
Valve Face
Grinding Machine
Lever Operated Chuck
CAPACITY $\frac{5}{16}$ to $\frac{3}{4}$
Gives You...**

**A STILL FASTER CHUCK...
MORE POSITIVE...FIRMER GRIP...
SAME PRECISION...LONG LIFE...
SAME EASE OF CLEANING...
EASIER OPERATION**



Quick Acting Lever Operated Chucks

CAPACITY $\frac{5}{16}$ to $\frac{3}{4}$.

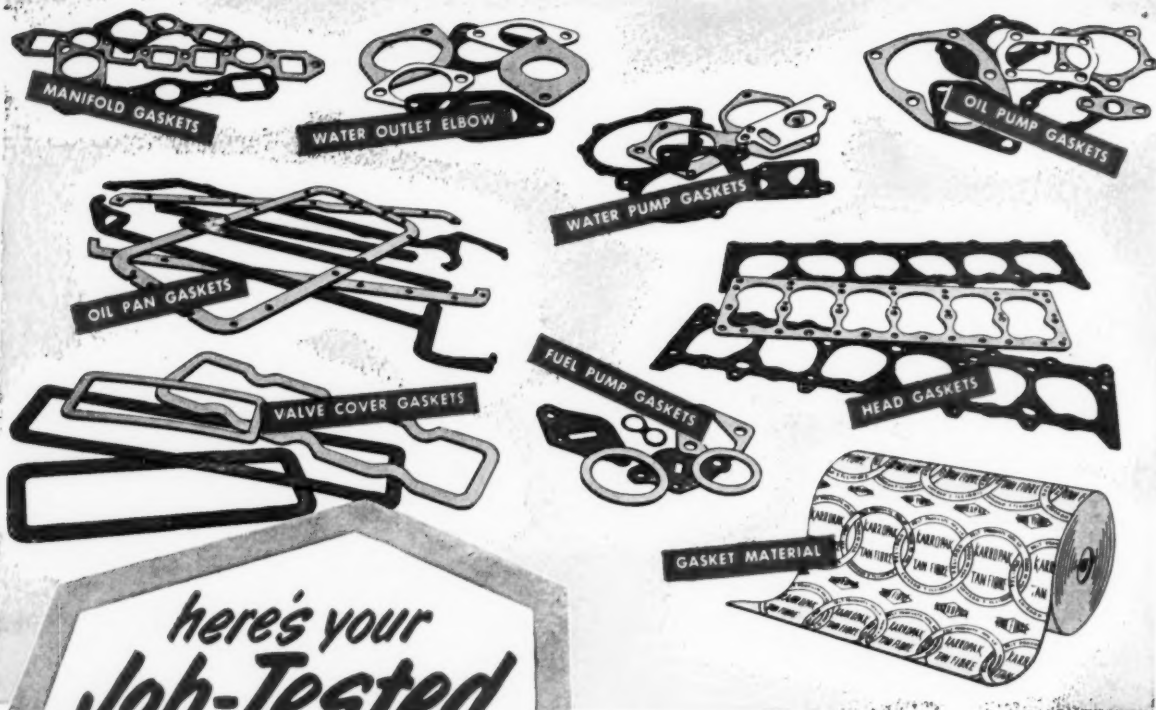
These replacement chuck heads are: **EASILY OPERATED** . . . Require **ONLY 5** simple and quick operations and the chuck is ready for operation and will accept all valves of the same size without further sleeve adjustment.



**STANDARD
THE WORLD
OVER**

**Ask Your Authorized SIOUX Distributor About
These Years Ahead Improvements**

**ALBERTSON & CO., INC.
SIOUX CITY, IOWA, U.S.A.**



here's your
**Job-Tested
Team**



FEL-PRO COMPLETE GASKET LINE

SPECIAL DEAL!!

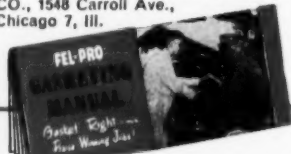
New—Time-Saving—Handy EXHAUST FLANGE GASKET DISPLAY ASSORTMENT

A complete exhaust gasket service for all popular cars, attractively displayed on a convenient hang-up board. Handy hooks for visible stock control. Easy-to-read indexing for quick gasket selection.

Order from your Fel-Pro Jobber TODAY!

FREE GASKETING MANUAL

Over 30 valuable gasketing "Tips" combined into this handy, pocket-size booklet. See your Fel-Pro Jobber or write TODAY to: FELT PRODUCTS MFG. CO., 1548 Carroll Ave., Chicago 7, Ill.



FAST SERVICE ASSURED By Warehouses Near You . . . Parts Warehouse Co., 2715-19 Main St., Dallas, Texas—Automotive Warehousing & Distributors, Inc., 734 W. Peachtree St., Atlanta, Georgia.



Little Drip says: "Wise mechanics know that no installation is better than the gasket and no gasket is better than the installation. To stop me for good—use the 'Job-Tested' Fel-Pro Team!"

...and FEL-PRO INSTALLATION KNOW-HOW

You don't ever have to accept a substitute. No matter what gasket you need—oil pan, manifold, valve cover, water pump, fuel pump, etc.—there is a new Fel-Pro Gasket just like the original. And when you install new Fel-Pro Gaskets and use the Installation Know-How "Tips" contained in the new Fel-Pro Gasketing Manual, you've got a "Job-Tested Team" for making a praise winning job—instead of a comeback!

Mechanics everywhere know that re-using the old gaskets is one of

the main causes of comeback work. They know that comebacks are expensive—not only in time and profit but in customer confidence as well. So, don't take chances no matter how good the old gasket looks. Just a few cents cost and a little effort can make all the difference. You can't beat re-gasketing with new Fel-Pro Gaskets and you can't beat the Installation Know-How in the new Fel-Pro Gasketing Manual for doing the job right everytime.

Make every job a **Praise-Winner**—instead of a comeback—with this "Job-Tested Team!"



XR-5986R



HOW MANY CARS DID YOU SELL IN 1952?

Speaking for ourselves, we're not in the retail business—but boy, did we *help* sell cars last year!

Dealers and their staffs did the selling, and we *know* they sold a terrific volume because they called on us for more than \$550,000,000 in time payment financing to make the sales possible. That's more than half a billion dollars' worth!

They called on us because we make available complete one-stop financing and insur-

ance, the most diversified retail plan in the business—the plan that helps you close sales *now*—and the *plus* services of one of the largest, strongest and fastest growing institutions of its kind in America. They called on us for the kind of informed helpfulness in which we've specialized for a third of a century.

We're proud that we helped dealers sell that kind of volume in 1952. We can help *you* sell *your* share in 1953. Let's talk about it.

The Old Sage says...

"Lots of sales get to third base all right,
but it takes a dependable
finance plan to bring them home."



Associates Investment Company
Associates Discount Corporation
Emmeo Insurance Company
South Bend, Indiana



BOOST YOUR REPAIR PROFITS NOW!

WITH
National Parts & Assemblies!

Quickly . . . Easily and at Lower Cost to Your Customers!

RE-USE DRIVE-LINE ASSEMBLIES!

You can now re-use original Drive-Line Assemblies in your repairs with National Parts and Assemblies. This unique feature of the National Line saves your customer high major repair costs . . . yet quickly and easily restores their car or truck to its original fine operating condition. Satisfy more cost-conscious car owners. Make quality repairs fast . . . at a good profit. Investigate the National Line today!

FOR: Chevrolet Cars and Pickups, GMC Pickups and Buick, Oldsmobile and Pontiac Passenger Cars

QUICK . . . EASY INSTALLATION
EVERY PART GUARANTEED . . .
PRECISION MADE & INSPECTED
GIVES CUSTOMER LONG-LIFE
REPAIRS AT LOWER COST!
BUILDS CUSTOMER GOOD-WILL!

COLEMAN COMPENSATOR TO-77

Saves buying a new 3rd Arm Assembly. Corrects slack in steering line. Re-uses original steering arm. Saves wear on King Pins, Tie Rod ends and other steering line parts.



TRANSMISSION CASE BALL SEAT

Saves buying new Transmission Case. Keeps Ball Housing in line and prevents buckling. Helps prevent oil leakage from Transmission. Prevents extra wear on Rear Transmission Bearing.



DRIVE SHAFT BUSHING & SEAL ASSEMBLY

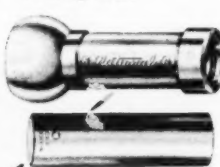
Saves buying a new Drive Shaft. Provides new bearing surfaces and heavier seal. Uses old shaft. Fits over U-Joint. Install without tearing down differential.



(Patented)

UNIVERSAL JOINT BALL HOUSING KIT

Saves buying a new Drive Shaft Housing. Keeps correct shaft alignment. Prevents oil leakage around Ball Housing. Longer life due to oversize construction. Strengthens Housing 15%.



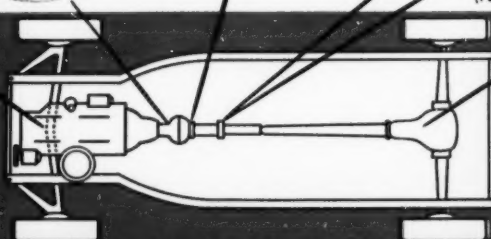
(Patented)

SPECIAL PINION BEARING ASSEMBLY

Saves buying new Ring Gear and Pinion Assembly. Special steel race provides new bearing surface. Restores original tolerances without replacing Drive Pinion and Ring Gear.



PROVEN BY MILLIONS OF "SATISFIED-CUSTOMER" MILES!



SOLD NATIONALLY BY LEADING AUTOMOTIVE WHOLESALERS!

Repair men all over America are selling our nationally-advertised Automotive Products amazingly FAST . . . and with complete confidence because National Products have been tested and proven by millions of motorists. Profit-wise, the National Line has given many a repair service a tremendous boost. Let National help you now as it has helped so many make BIGGER repair profits!

Don't Delay! Write or Wire for Information Today!

See the National Line . . . Visit Our Booth, No. 429 SOUTHWEST AUTOMOTIVE SHOW, Fair Park—Dallas, Mar. 26 to 29



NATIONAL MACHINE WORKS, INC.

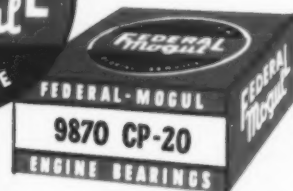
P. O. BOX 4305 MANUFACTURER AUTOMOTIVE PRODUCTS OKLAHOMA CITY 9, OKLA.

Whatever
your engine
bearing needs
may be.....

*You will find the
best answer here*

FEDERAL-MOGUL SERVICE

(Division of Federal-Mogul Corporation) DETROIT 13, MICHIGAN



Engine Bearings (Main, Connecting Rod and Camshaft) • Bushings • Connecting Rod Service—Exchange Insert Rods, Rebabbitted Rods • Connecting Rod Bolts and Nuts • V-Seam Piston Pin Bushings • Shims and Shim Stock

Only Grey-Rock **BALANCE**



For riveting or bonding—every piece
factory branded for your protection.

DISTINCTIVE WOVEN-MOLDED COMBINATIONS

Balanced Braksets
for passenger cars
Balanced Trucksets
for light trucks

Grey-Rock combines special woven linings with molded linings to meet the particularly severe brake requirements of certain makes and models. These woven-molded combinations provide brake action *far better* than can be achieved with molded linings alone. This is a distinctive Grey-Rock feature!



See your Grey-Rock jobber for
FACTORY-BONDED SHOE EXCHANGE



Consistently advertised in

POST and *Country Gentleman*

provides such DEPENDABILITY

EACH JOB IS A BETTER JOB

Sure your brake work is top-notch. But final results depend on the performance of the linings you use. Even in the same brake, different shoes do different work. It takes a balanced *combination* of different brake linings to equalize wear and to provide sure, safe stops for many thousands of miles. Balance is not just a matter of high and low friction linings; it is the result of using many different linings in combinations properly engineered for each make and model. This *balance* principle, pioneered by Grey-Rock more than 20 years ago, reduces adjustments and come-backs . . . assures a better profit on each job.

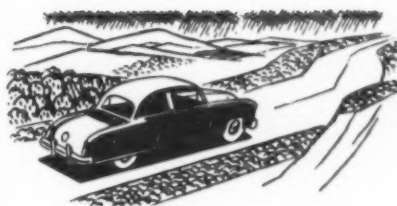
YOUR CUSTOMERS WILL NOTICE THE DIFFERENCE

Because of the combinations of linings in Grey-Rock *Balanced Braksets* and *Balanced Trucksets*, there's a significant difference in performance. Your customers can count on faster, smoother stops, with longer lining life.

CASH IN ON THE GREY-ROCK NAME

Your customers know Grey-Rock, they've seen it advertised for years.

Use this tag. It is packed in every Grey-Rock *Balanced Brakset*, ready to hang on the dash after every reline. It tells how your workmanship joins with Grey-Rock to deliver a better brake job. It's good advertising for your shop.



Only **Grey-Rock** *makes*

BALANCED BRAKSET LININGS
BALANCED BRAKSETS • TRUCKSETS • BRAKE BLOCKS • VEE-LOK® CLUTCH FACINGS

GREY-ROCK DIVISION of Raybestos-Manhattan, Inc., MANHEIM, PA.

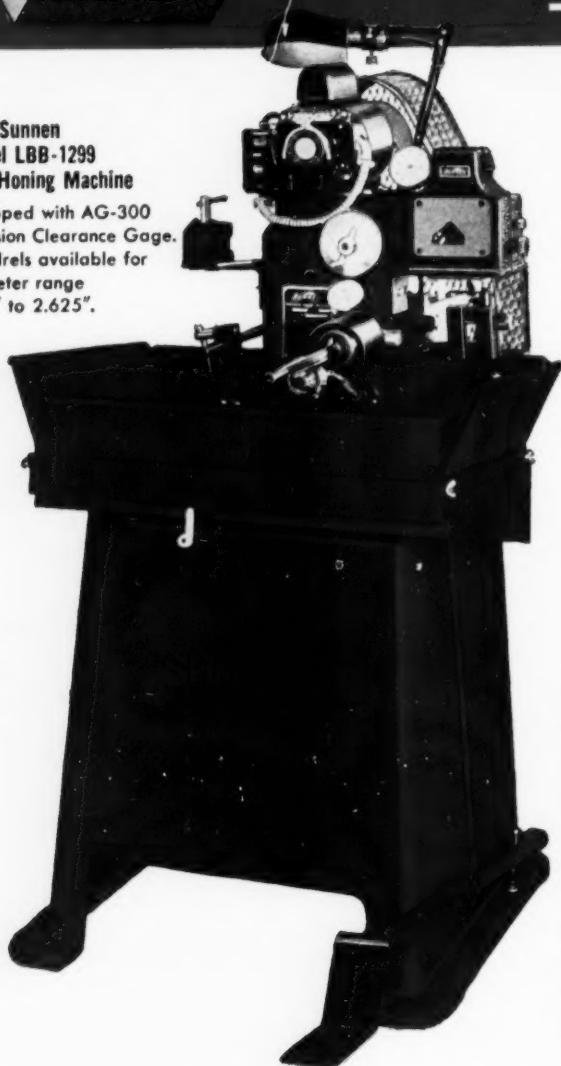
RAYBESTOS-MANHATTAN, INC., Manufacturers of Brake Linings • Brake Blocks • Clutch Facings
Fan Belts • Radiator Hose • Industrial Rubber Products • Rubber Covered Equipment • Asbestos Textiles
Teflon Products • Packings • Sintered Metal Products • Abrasive and Diamond Wheels • Bowling Balls

NEW
SUNNEN
WET HONING
MACHINES

TWICE THE ACCURACY

**Sensational New
Makes Precision**

New Sunnen
Model LBB-1299
Wet Honing Machine
equipped with AG-300
Precision Clearance Gage.
Mandrels available for
diameter range
.370" to 2.625".



- Now you can guarantee the exact pin clearance — a must for today's high-horsepower, high-speed, high-compression motors!
- You read one dial to know when to gage—another dial to know the actual clearance to within a "tenth"!
- Out-dates old fashioned pin fitting methods, guesswork, cut-and-try and fitting by "feel"!
- Fits pins better, faster, more economically—with a *pre-run-in fit*!

Be first with the best—and let your customers know it! Here are the pin fitting machines that produce a *pre-run-in fit* with a near perfect bearing surface which can not be equalled by any other machine on the market! And they are equipped with an amazing new gage so sensitive that it measures .0001" on a dial—so simple that anyone can use it—yet so rugged that you can always depend on its accuracy. With Sunnen you can *guarantee* your pin fit because you gage the *hole*!

THE BEST TEST IS A DEMONSTRATION
RIGHT IN YOUR SHOP—Ask for it!

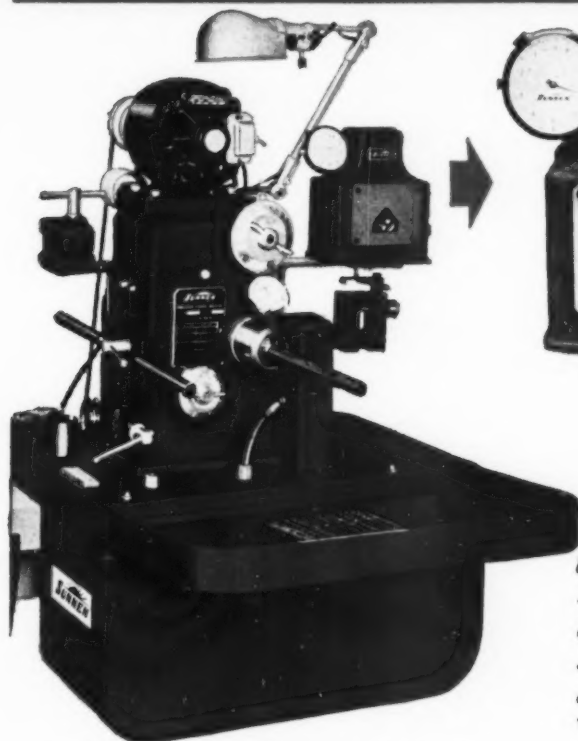
Sunnen Products Company

7713 Manchester Avenue
Cleveland Office, Cleveland, Ohio

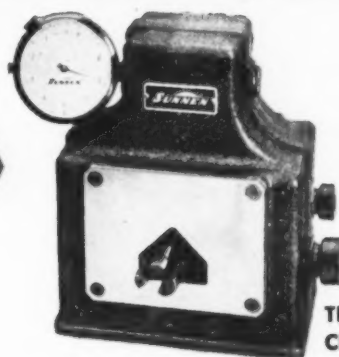
St. Louis 17, Missouri

IN HALF THE TIME...

Pin Fitting Development Pin Fitting Easy



New Sunnen Model LBA-666 Wet Honing Machine, equipped with AG-300 Precision Clearance Gage and mandrels for .720"-1.020" range. Additional mandrels available for complete range .370"-2.625".



New AG-300 Precision Clearance Gage.
Range .720"-1.530".
Takes the guess out of pin fitting, requires no skill or feel, guaranteed to one ten-thousandth accuracy.

The revolutionary new Precision Clearance Gage on these machines guarantees the exact recommended pin fit for each engine — reads in tenths of thousandths, on a dial — requires no skill or experience — any of your men can operate it.

Here's what users have to say...

These comments are typical of the enthusiastic reception of this new Sunnen development:

"Anybody can operate the gage practically immediately; once in operation, no servicing is required; our shop would not care to get along without it."

Geo. A. Kreplin Co., Automotive Jobber
2330 Webster Street
Oakland 12, California

"For approximately three months we have employed the new Sunnen Precision pin hole gage and find it to be very satisfactory in performance as to speed and accuracy... the gage is fast, easy, and dependable and practically anyone can set it."

Thomas Engine Corporation
Thomas & Lutzoff, Engine Rebuilders
761 S. Oaks Avenue
Pasadena 2, California

Be sure to see these versatile pin-fitting machines in operation at the automotive trade shows:

Southwest Automotive Show—March 26 to 29
Fair Park, Dallas

Middle Atlantic Regional Automotive Show—April 21 to 24
Commercial Museum, Philadelphia

Southeast Automotive Show—May 22 to 24
Dinner Key Exposition Bldg., Miami

Upper Midwest Automotive Trade Show—June 18 to 21
Municipal Auditorium, Minneapolis

For fast, reliable, precision pin fitting service, equip *your* shop with one of the new Sunnen Honing Machines. Remember to ask for a demonstration right in your shop—there is no obligation. Place your order now for early delivery.

715

SUNNEN — The Only Method That Measures The Hole

WALKER "PRECISION



Walker "Precision Tuned" Silencers are a Basic Part of the Modern Engine's "Breathing System"—a Vital Influence in the Improved "GO-Factor"

In this new generation of engines, the most direct and practical route to the *improved GO-FACTOR* lies through *increased volumetric efficiency* . . . or the improved ability of the engine to breathe . . . to effectively utilize a greater charge or volume of air-fuel mixture and transform it into increased horsepower.

As a basic part of the engine's breathing system . . . proper exhaust system design exerts a vital influence on car performance . . . on its final horsepower rating . . . on its *GO-FACTOR*. No longer can yesterday's mufflers meet even the minimum requirements of these new standards.

And once again Walker sets the pace with

"Precision Tuning" . . . a new generation of Walker Silencers to meet the new and more complex problems of a new generation of engines.

Walker "Precision Tuned" Silencers are designed as an integral part of engine design . . . to quiet the heavier power notes of these new, more powerful engines without power loss . . . to specifically solve the new and difficult problems of shell noise . . . "transmission boom" . . . "tail pipe bark" . . . and still preserve the full measure of "traffic flash" and reserve power designed into every modern automobile. YES—Walker "Precision Tuned" Silencers Bring Out the "GO-FACTOR"!

WALKER MANUFACTURING CO. OF WIS., RACINE, WISCONSIN

Exhaust Silencers, Oil Filters, Jacks, Electric Lifts

NOW MORE THAN EVER

WALKER SILENCERS

MAKE THE DIFFERENCE

TUNING" BRINGS OUT

FACTOR



WHAT DOES GO FACTOR MEAN?

Into the new concept of engine design and car performance has come an important new standard of comparison—THE GO-FACTOR—the ability of a car to get into quick motion! The race for horsepower is not a race for speed. In the engineering councils of the car factories ... on the test tracks of the proving grounds ...

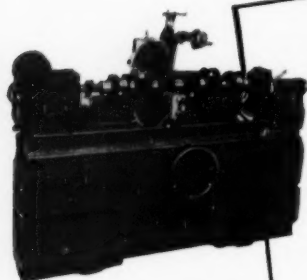
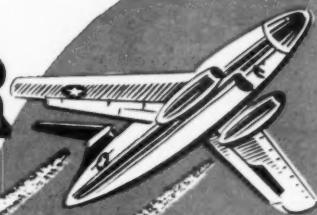
✓ It's low speed flexibility ...
✓ It's acceleration from 0 to 60 mph
✓ It's power reserves for greater safety ...
they are seeking—it's the GO-FACTOR they're striving for. And it's horsepower per pound of weight that determines the GO-FACTOR!



PRECISION TUNED—for the new generation of engines and automobiles.

INDIVIDUALLY TUNED—for the millions of fine cars now in service.

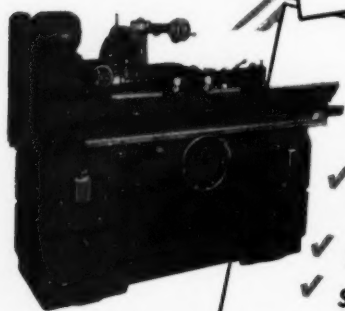
Only the **LEADER**



World's fastest
crankshaft grinder!

Model 15A **CRANKSHAFT GRINDER**

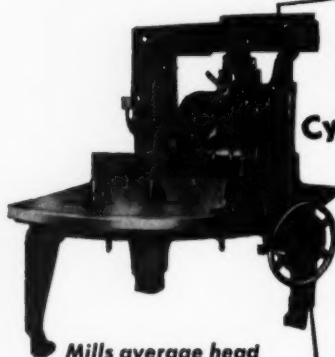
- ✓ Grinds on Centers — No Bind or Twist
- ✓ Double-Action Table Traverse Speeds Work, Saves Space
- ✓ Rapid Retracting Grinding Wheel
- ✓ Handles Crankshafts Up to 66"



Another
S-V first!

Model 75 **CAMSHAFT GRINDER**

- ✓ Opens New Profit Field for Rebuilders and Jobbers
- ✓ Regrinds Camshafts Up to 50"
- ✓ Same Heavy-Duty Construction As S-V Crankshaft Grinders



Mills average head
in 10 minutes or less!

Model 85 **HEADMASTER** Cylinder Head Milling Machine

- ✓ No Dust — No Heat
- ✓ Positive Control of Stock Removal
- ✓ Holds Flatness to .001" or Less
- ✓ 90° Pie-Shaped Table, Saves Shop Space

Could
Engineer

These

Revolutionary

New

Machines!

SEE THESE
AND OTHER
STORM-VULCAN
PROFIT-MAKING MACHINES
IN ACTION

AT BOOTHS
10,11,12,13,59,60,61,62

SOUTHWEST
AUTOMOTIVE SHOW
DALLAS

STORM-VULCAN

INCORPORATED

2225 BURBANK ST.

DALLAS, TEXAS

NEW ARO

CONTROL HANDLES

For CHASSIS LUBRICATION!

BOOSTS PRESSURE
For tough fittings

LOW COST
For ALL chassis pumps

Model 60962
ARO DU-ALL
CONTROL
HANDLE

Model 60961
ARO ADAPTO
CONTROL
HANDLE

The Leader **ARO**

LUBE EQUIPMENT
Also...AIR TOOLS...HYDRAULIC EQUIPMENT
AIRCRAFT PRODUCTS...GREASE FITTINGS

DU-ALL CONTROL HANDLE ... has pressure-boosting feature for hard-to-crack fittings ... also gives added power to low-ratio chassis pumps. One pull of trigger passes grease at line pressure for normal lubrication. For tough fittings, squeeze trigger several times to build up pressure—max. 12,000 lbs. For all makes of air-operated chassis pumps.

ADAPTO CONTROL HANDLE ... a specially designed low-cost replacement unit for all makes of air-operated high-pressure pumps. Light weight—yet strong enough to pass grease at highest line pressure. Hand-grip trigger ... easy operation. Both models service all standard makes of hydraulic fittings.

SELF-SERVICE ADVANTAGES ... with fewer working parts and unique simple design valves can be easily cleaned or reconditioned by user.

The Aro Equipment Corporation, Bryan, Ohio
Without obligation, send bulletin giving complete details on the new Aro Du-All and Adapto Control Handles.

Name _____
Company _____
Street _____
City _____ State _____

Powerful publicity programs
are urging greater safety
on the highway . . . **YET**

6 out of 10 cars need brake work

—Says leading automotive magazine*.
Article based on nationwide survey reveals
startling fact that "repair shops are letting
half a billion dollars' worth of business
roll right out the door."

Play up your expert brake work—a service your customers need and will buy!

A TIDAL WAVE OF PUBLICITY—in newspapers, magazines, on the radio—is urging car owners to play safe . . . telling them that today they are not safe without quality brake lining. It's up to you to remind them—show them—and sell them that their brakes need relining. Your salesmanship and your expert workmanship can save lives!

In all our merchandising experience we have

never witnessed a comparable instance where such widespread recognition and support have been given a dealer's product and services.

Don't fail to take advantage of this unusual set of circumstances. Here is an opportunity to build a sound reputation as a brake expert . . . and at the same time stimulate sales volume on all the services and products you handle. Talk up Brake Service with all your customers.

*Reprints of article available



Johns-Manville *asbestos*

A great name in American industry . . . Johns-Manville . . . known to the public for products of unquestioned quality

**IDENTIFY YOURSELF WITH
JOHNS-MANVILLE ADVERTISING** reaching motorists in your community—the most powerful advertising program in the brake lining industry!

Radio

"Bill Henry and the News," sponsored by Johns-Manville, is broadcast 5 nights a week over local Mutual Network stations—to multiply your opportunities for sales and profits.



Local sales aids

Motorists from coast-to-coast are being urged to look for this colorful sign. It identifies you as a J-M dealer. J-M also provides all the other point-of-sale material you need—literature, catalogs, manuals, etc.

Magazines

**The Saturday Evening
POST**

COLLIER'S

Hard-hitting J-M Brake Lining ads appearing in the *Saturday Evening Post* and *Collier's* help sell your services to your customers.



Johns-Manville

Brake Lining

AUTHORIZED DEALER



**USE JOHNS-MANVILLE
BRAKE MATERIALS**
To build sales volume and satisfy your customers

Whatever the vehicle—or whatever the service requirement, there is a quality Johns-Manville Asbestos Brake Lining to fill the need!

Give your customers their choice of J-M 4-Star Sets, the finest brake lining that manufacturing skill can produce; J-M Wire-Klad, the latest development in competitively priced wire-rein-

forced material, or J-M Fleet Tested Sets, for taxicabs and light trucks.

For quality workmanship—Be sure to get your copy of the Johns-Manville Brake Reliner's Manual. It's packed with easy-to-understand instructions for servicing brakes on all popular passenger cars. Ask for free copy.

To Distributors—
This is the first of a new series of Johns-Manville advertisements addressed to your dealers. If you have not already received details of this new program, talk to your J-M Representative, or write for facts to Manager, Automotive Division, Johns-Manville, Box 60, New York 16, N. Y.

FRICTION MATERIALS



**Southland Service Means
More Sales... Bigger Profits!**

**store-door
delivery
is geared
to YOUR needs**

Southland Service offers you a bigger turnover of fresh batteries because you buy only what you'll need until the next regular delivery. Switch to Southland... sell quality batteries at competitive prices and take advantage of the most dependable battery delivery service in the industry!



*Visit Us at Booths
254 and 255
SOUTHWEST
AUTOMOTIVE SHOW
DALLAS*

Southland
*Custom-built
for the South*
BATTERIES

**Write or Wire - Allied Battery Co.
2040 Amelia, Dallas, Texas**

The Latest

Get This Book . . .

It Gives You Proof of Savings on STUDEBAKER Service Jobs!

THIS NEW AUTOMOTIVE SERVICE GUIDE

contains page after page of facts and figures on Studebaker service jobs. Actual time studies compiled in hundreds of service shops all over the country prove how Impacttools are saving minutes and hours—cutting costs—on service work you are handling every day. All jobs were carefully clocked . . . first using hand tools . . . then with an easy-to-use Ingersoll-Rand Impacttool. Same mechanics. Same jobs. But what a big difference the Impacttool made!

GET THIS USEFUL GUIDE FREE!

Here's a book that spells out the convincing facts in black and white. Gives you powerful evidence that, when using the Ingersoll-Rand Impacttool, mechanics can easily handle additional service work. More jobs per day. More service profits. More money for mechanics, too! Ask your nearest Ingersoll-Rand jobber for your "Automotive Service Guides". Or write to Ingersoll-Rand, 11 Broadway, New York 4, N. Y.

Ingersoll-Rand

11 Broadway, New York 4, N. Y.

Originators of IMPACTTOOLS — Air and Electric

866-18



THE TOOL BEHIND THE BOOK

The Ingersoll-Rand Impacttools are the most talked-about all-purpose tools for service shops. Hundreds of powerful rotary impacts do the work while mechanics just hold them in place! No kick or twist to operators on toughest jobs. Motor can't stall or burn out. Impacttools are actually paying for themselves in as little as 30 days! Ask your nearest Ingersoll-Rand jobber for a demonstration.

Ingersoll-Rand

11 Broadway, New York 4, N. Y.

Please send me my copy of the new Studebaker Automotive Service Guide. I also need a copy of your A.S.G. for

☐ Chevrolet ☐ Ford ☐ Plymouth ☐ Oldsmobile

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Presented by

Lincoln's

NEW

An Open Letter —

TO AUTOMOTIVE SERVICE DEALERS:

Lubrication Service is big business, and it's getting bigger every month. Total lubrication jobs increased from 165 million per year to more than 250 million per year in four years' time—nearly a 50% increase.

Alert Dealers know that Lubrication Service is the proven "FRONT DOOR" to Extra Profits—the more cars on the lift per day, the greater opportunity to boost sales of Tires, Batteries, Accessories and other needed services, merely by making a series of quick routine checks while the car is on the lift.

Installing Modern Lubrication Equipment, styled and engineered for the specific operation of each Service establishment, pays huge sales dividends, as proven by thousands of Service Dealers, and here's why:

- ★ It attracts and increases customer traffic—inspires confidence in your service.
- ★ It enables the operator to do up to 5 lube jobs per hour instead of one.
- ★ It makes possible While-You-Wait Lube Service—gets customers out of their cars. (People who get out of their cars make 50% more purchases than those who remain in cars.)*
- ★ Provides the unequalled profit opportunity to merchandise accessories and other Services from the lube rack.

Successful Service Dealers have learned that they cannot afford to be burdened with over-age, inadequate equipment. You can start your Lubrication Department on-the-way to being "The Front Door to Extra Profits" by calling your friendly Lincoln Wholesaler, and asking him to recommend the Lincoln Lubricating Equipment styled and engineered for the specific requirements of your Service Establishment.

Lincoln Engineering Company

*Coca-Cola, Major Oil Co. Survey

ASK THE DEALERS WHO USE IT

"With the help of our Lincoln Lubricating Equipment, our Service business increased 65% last year!"

John P. Lamerdin
Direct Factory Pontiac Dealer
Compton, California

"Our Lincoln Masterluber increased efficiency by 50% and doubled our lubrication volume."

Lowell I. Powell
Powell and Nitz Shell Station
Akron, Ohio

"Since installing Lincoln Overhead Reels, our lubrication business has increased 400%."

William Graham
Hodges Auto Sales
Ferndale, Michigan

"Lincoln Lubricating Equipment helped increase our lubrication business 50% with the same manpower."

Melvin Johnson
Shell Service
Pasadena, California

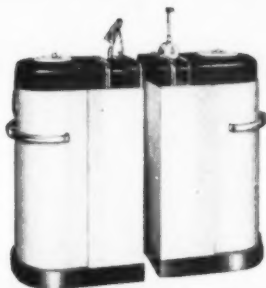
LINCOLN ENGINEERING COMPANY • 5708 Natural Bridge Avenue, St. Louis 20, Missouri

Steel Engineered LUBRICATING EQUIPMENT

We'll bet you've often said, "I could tell those manufacturers a thing or two about designing lubrication equipment! I use it, and I know!"

Lincoln recognizes the priceless value of drawing on experience such as yours, and that is just what our Engineers did. They talked to Service Dealers, they talked to Wholesalers, to Petroleum Companies, to

Motor Car Manufacturers—and the result is this completely new line of Equipment presented on this page. Each unit reflects the superb styling and practical engineering required to help you make the most of your Lubrication Service.



CHASSISLUBER* AND GEARLUBER*

Each unit incorporates in its cabinet an Air-Motor operated Lubrigan; and an Air-Operated, automatic retracting Reel and Hose Assembly. Semi-circular Sleeve and Lubrigan is easily raised, as a single unit, to fully elevated position where it locks automatically permitting fast, easy change of 100-lb. drum. Arranged back-to-back, alongside lift, units present the appearance of a single battery of equipment. Provides the ultimate in speed, efficiency and merchandising effectiveness. No installation expense!



"972" CHASSIS LUBRIGAN*

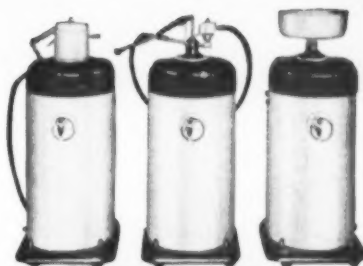
Here is the new Model 972—the value leader in portable, Hi-Pressure Chassis Lubrigans. Incorporates the same famous 50 to 1 pressure ratio, Air-Motor operated Pump used in Lincoln's most expensive models. Sleeve accommodates 25 or 50 lb. refinery container. Drum can be changed in less than a minute. Unit includes 6-Ft. Hose Assembly, and is mounted on free-rolling, four caster Base.



DISPOSOIL*—WASTE OIL DRAIN

Completely eliminates the rehandling of waste oil. Drain Bowl holds up to 3½ gals. Telescopes to 72" from floor. Adapter casting, furnished with unit, threads into bung-opening of empty drum or pipe leading to sump tank. Stud in casting opens Valve in Drain Bowl for emptying. Adjustable Hinged Cover on Bowl catches oil from hard-to-reach drain plugs. Easily moved wherever desired by tilting and rolling unit on circular Base.

*Registered Tradename.



MATCHED PORTABLE CABINET MODELS

This new economy-priced line of matched lubrication units includes an Air-Motor operated Chassis Lubrigan, manually operated Gear Dispenser, Automatic Transmission Fluid Dispenser (not illustrated), and Drainmobile. Sleeve and pump can be raised, as a single unit, for fast, easy change of 100 lb. drums. Units roll smoothly and safely on free-swiveling, four caster Bases. Here is superb decorative equipment at lowest price, yet consistent with Lincoln's high standard of quality.



PORTABLE TWO PUMP AUTOLUBER*

A complete multi-purpose, portable lubrication unit. Cabinet houses two Air-Motor operated Lubrigans, 100 lb. drum size, one for Chassis lubricant and one for Gear lubricant. Hose Assemblies for each Service are housed in separate compartments in center of cabinet—may be easily withdrawn or returned from either side of the cabinet. Unit has the same fast, one-man drum changing feature incorporated in the Chassis and Gearlubers. Air Inlet on each end of Cabinet permits connection of air supply line to either Lubrigan. No installation expense!

*Your friendly
Lincoln
Wholesaler
cordially invites
you to come in
and discuss this
brilliant new
equipment.*

LINCOLN
ST. LOUIS

3 PROFITABLE FAST-SELLING JACKS

UNIVERSAL TRIPOD SAF-T-LIFT

Practically impossible to upset. Simple, efficient, positive in operation. Rust resisting finish. Folds compactly for easy storage. Holds car on uneven ground. Low position 6" . . . lifting range 24½". Capacity 3,000 lbs.



Pat. 2608382
Pat. 2060780

VULCAN ROYAL HYDRAULIC BUMPER JACK

This low-cost one-piece pump type bumper jack fits all cars. It is dependable and simple, compact and efficient. Sleeve action—hydraulic. No handles or levers. 18" lift. Ball and socket swivel base. Effective in tough spots.



Pat. 2106620
Pat. 2146403

ACE-HY

STILL THE BEST HYDRAULIC BUMPER JACK ON THE MARKET

The ACE-HY is the original sleeve action jack. Fits all makes of cars, and it is simple and dependable. Compact and always ready to use. Quick acting . . . no side slipping. Light weight. 18" lift. Capacity 3,000 lbs.

The VULCAN SAFETY WHEEL BLOCK is a major safety factor in changing tires. Keeps car from rolling, easy to use and fits all tires.



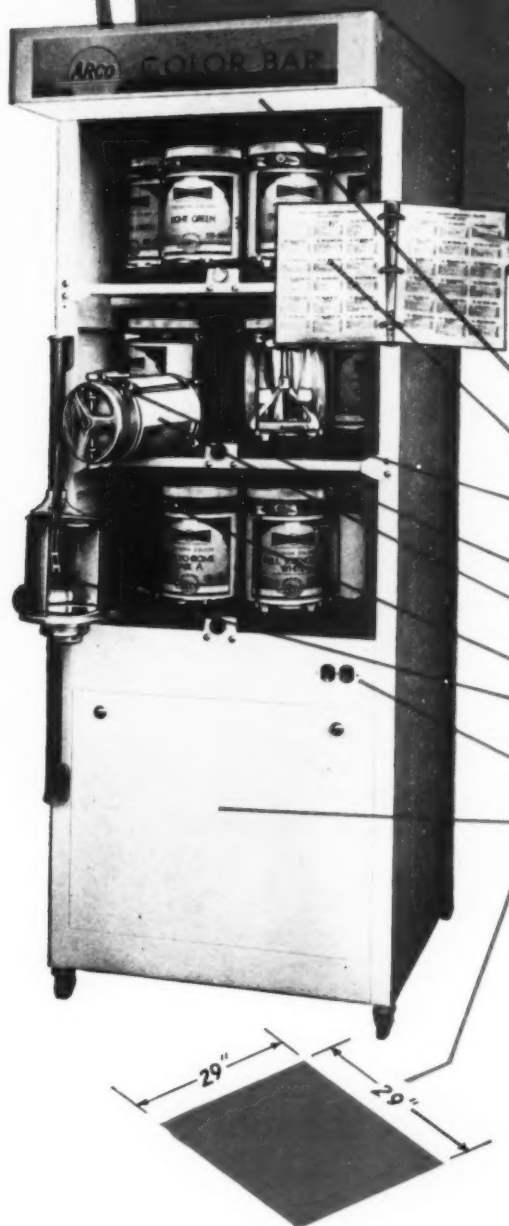
Pat. 2106620
Pat. 2146403

VULCAN MANUFACTURING CO., INC.
WINONA, MINNESOTA

Team up with the COLOR BAR® for...

All-Star Performance

THE COLOR BAR® and Arco Color Machines win every time because their all-star lineup of features produce fast, accurate performance.



- ★ Built-in lighting . . . see what you're doing.
- ★ Handy color formulas . . . easy to read from operating position.
- ★ Precision paddles . . . scrape bottom of can, assure complete agitation of colors.
- ★ Automatic air-vent . . . makes pouring fast and easy.
- ★ Cans rotate into fixed pouring position . . . no need to lift heavy cans.
- ★ Trigger-fast cut-off . . . stops paint flow instantly.
- ★ Triple warning gauge . . . "feelers" give advance warnings for accurate cut-off of paint flow.
- ★ Handy switches . . . one for light canopy . . . one for automatic agitation of all cans.
- ★ Powerful motor . . . simultaneously turns paddles in all cans.
- ★ Compact! The Color Bar needs only a 29-inch square floor space.



Paints, Lacquers,
Varnishes, Enamels,
Protective Coatings
TRADE MARK

TESTED FIRST TO LAST!

THE ARCO COMPANY • 7301 BESSEMER AVE. • CLEVELAND 27, OHIO
ARCO COMPANY OF CALIFORNIA, LTD. • 745 E. 59 ST. • LOS ANGELES 1, CAL.

A Subsidiary of American-Marietta Company



**If they gave
medals for...**

Dependable performance



brake lining
SAFETY
ENGINEERED

WAREHOUSES:

CHICAGO, ILLINOIS
2015 S. Michigan Ave.

DALLAS, TEXAS
152 Express Street

DENVER, COLORADO
13 East 13th Avenue

DETROIT, MICHIGAN
6431 Hamilton Avenue

PHOENIX, ARIZONA
515 South First Street

HONOLULU, HAWAII
649 Sheridan Avenue

... would be a first place winner every time!
Silver Line Brake Lining is engineered to fit — has uniform texture
which assures even wearing qualities — and operates
longer periods without re-adjustment.

It's the *dependable performance* that builds
dealer confidence and repeat sales which means
satisfaction and profits for you.

**BE SAFE!
BE SURE... It's
SILVER LINE**



Now the complete line:

✓ RIVET-ON ✓ BRAKE BLOCKS
✓ WIRELESS FOR BONDING—

Available with or without bonding
agent. Good for 1 year shelf life.

Manufactured by **BRAKE DIVISION**



UNITED STATES SPRING & BUMPER CO.

2490 Lafayette, Santa Clara, California

15 MILLION TRICO WINDSHIELD WASHERS need anti-freeze, too

TRICO All-Season Solvent is a REPEAT
seller winter AND summer

Trico Solvent prevents
Windshield Washer jar breakage in
winter — but, even more important, it improves
vision and eliminates eye strain the year round by removing
oily road splash, grime and dust.

Order counter-display cartons of six bottles
from your Jobber **NOW!**



Keep these little
SQUIRTS working
Winter and
Summer

- Developed to provide better vision
- Eliminate Eye Strain
- Prevents jar breakage in Winter



NOW!

● With the new Trico
Windshield Washer In-
stallation Kits, you can
fit any one of 61 differ-
ent car models from a
stock of only *four* kits.

You make *double* profit
... one profit on the
Washer and another on
the installation ... for
these custom-built kits
can be installed easily and quickly.
In most instances, *no* drilling is
necessary; only a wrench and screwdriver needed
for the job.

15 million television screens ... and millions of
satisfied users ... advertise the famous "Two Little
Squirts." Now you can cash in on this demand with
these new "quick-on-the car" kits.



TRICO PRODUCTS CORPORATION, BUFFALO, N. Y.

STRIKE IT

YOU'LL BE REAPING PROFITS WITH



**CHROME
CONTROL**

LEAK-PROOF

REG. U.S. PAT. OFF.

PISTON RINGS

with the **NEW "400"** OIL RING

THIS SET WILL OUTPERFORM ANY OTHER
PISTON RING SET IN THE "HARD TO HOLD" JOBS
REGARDLESS OF KIND, DESIGN OR PRICE

McQUAY-NORRIS MANUFACTURING CO., ST. LOUIS 10, MO.

RICH!

THIS GREAT COMBINATION!



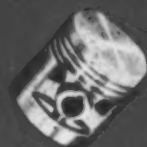
...it helps the service man to more profitable operation...it contains information available nowhere else...it helps make bigger and better sales. There is positively no other compilation of useful hard-to-find, technical information like this in the industry.

**This Book
is For Sale For \$5.00
Yet it is Yours
For the Asking**

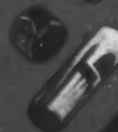
YOURS FOR THE ASKING!

Simply place an order for four sets of Leak-Proof Piston Rings. You select the sets you want. You will be billed for the sets at your regular price by the McQuay-Norris jobber from whom you buy. HE WILL SEND THE SERVICE ENCYCLOPEDIA TO YOU AT NO EXTRA CHARGE. Can anything be more fair and liberal than that?

THE
McQUAY-NORRIS
Complete
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SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 33

MARCH, 1953

No. 3

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SPOTLIGHTING *the* NEWS

Mechanics are like any other group, some good and some bad. That's why the cartoon on this page couldn't offend any mechanic to whom it would not apply. On the other hand, it's true that some managers—be they car dealers or garage owners—don't discern always between the good and the bad. Consider what three veteran repairmen have to say on pages 83 and 120. Then compare (page 81) what has taken place at a dealership in Charleston, S. C., where it's a rarity when a mechanic leaves. Tying all this together may suggest to managers what should and can be done to meet the shortage of competent mechanics.

Chrysler Corp. has taken steps to meet protests from many dealers that they found competition unreasonably tough for the products they were endeavoring to sell. "Spring" models of some cars will be forthcoming. To help offset the automatic-transmission edge which Ford and Chevrolet have held over Plymouth, the latter will offer the Hy-Drive, an innovation which combines torque converter and Synchro - Silent three-speed transmission. It will sell at Detroit for \$135 plus tax. This will permit the driver to operate his Plymouth under all normal traffic conditions without shifting gears. First cars to have it will appear in late spring.

Body Shops have edged higher and higher in the percentage of over-all shop income. Additions and separate buildings have sprung up like mushrooms as more and more dealers and garagemen have become aware of the gross profit to be reaped from this department. It's unquestionably timely, then, for SAJ to present the article on page 84, detailing some high points and sidelights in the matter of body-repair estimating. This article was prepared by two veteran repairmen—not by professional writers—and their comments were based entirely on what they have learned the hard way and not out of manuals. It should prove interesting to those of similar experience; for the new-comers to the body-repair business, it should be enlightening as well as interesting.

Ahoy, dealers! If you'd believe what the car dealers are saying, maybe

they'll all need the recreation which is being planned by two state dealer associations for their members in the spring of next year. Get a big bucket, walk into the average dealer's office and then hold it under his eyes. He'll fill it as he tells you of the flood of cars coming this year which will wash away his profits of the past years and drive him into some less-risky business. Retiring President J. Saxton Lloyd of the National Automobile Dealers Association, who has established himself as one of the most aggressive dealers in the industry through operation of his Buick franchise at Daytona Beach, Fla., said in an interview last month during the NADA convention that manufacturers should follow "sensible" production schedules which wouldn't crowd dealers out of business.

Jobbers as well as garagemen and dealers might take a second look at the photograph on page 93. It shows the men who attended the annual

sales conference of a West Virginia parts wholesaler. Maybe lagging sales this year, if that should be your case, can be given a shot in the arm by some similar step. Meanwhile, plans are being discussed to put the separate conventions of North Carolina and South Carolina dealers afloat next year, perhaps to the Bahamas.

Salesmen and their bosses who promote the aftermarket industry—parts, equipment, accessories and chemicals—will converge this month on Dallas, Texas, for what may well

be a "shot in the arm." The Eleventh Annual Southwest Automotive Show will be staged in the Automobile Building at Fair Park. Displayed will be tens of thousands of dollars worth of goods designed to help service the 52,000,000 motor vehicles rolling on U.S.A. roads today. Manufacturer conferences will drive toward equipping these wholesalers and their men better to assist you in your dealings with your customers. A similar show will be held for the Southeast in May at Miami's Dinner Key Auditorium.

Packard dealers are all hepped up about prospects for their market. As one example, Bridges Motors, Inc., Greenville, S. C., has sold as many '53 models already as it delivered '52 models—and only one '53 went at a discount to a friend. The outlook is, says Curran Bridges, that the '53 sales will approximately quadruple the '52 volume.



"Mechanics today last longer; they have so few moving parts to get out of order."

**We must develop a strong
and stable America as the**



Price of Survival in a

By A. LEE M. WIGGINS

Chairman, Atlantic Coast Line Railroad Co.

SHORTLY after President Eisenhower returned from Korea, a taxi driver in New York assured me with apparent satisfaction that everything was going to work out all right. Many observers agree that following the election there was a remarkable change in public attitude toward our domestic and international difficulties, and a greater confidence that our problems were on the way to being solved.

Public support of a new approach to our problems, national and international, under new leadership, was a most heartening development of the recent election. New hopes were raised and faith strengthened that we will be able to preserve and multiply freedom in a world that is threatened by enslavement and human degradation, without the catastrophe of an atomic war.

However, any complacency about present conditions and the prospects ahead constitutes a most dangerous attitude for the future well being and safety of this nation and for the preservation of freedom among men. The facts are that the further along we get in the struggle between freedom and communism, the more difficult becomes the task of preventing the spread of communism and the further away the time schedule for effective results reaches into the future. In the meantime, the possibility of an all-out war, starting accidentally in one of the many powder kegs around the world or by design of the communists, is a continuing and ever present threat.

An Easy Way

For the past two decades, we have sought the easy way out of our national difficulties. We have tried to find pleasant and comfortable answers to our problems through the use of government deficits, artificial price raising, legislative wage raising, the multiplication of dollars, the redistribution of wealth through taxation and inflation, government guarantees and subsidies, easy money policies that encouraged the creation of debt, and many other substitutes for sacrifice and hard work.

Most of these things were done in the name of social progress and reform. It was a pleasant one-way street. We were headed toward what appeared to be Utopia when World War II brought the threat of fascist domination of the free world.

Tragic Mistakes

We mobilized our resources and leadership and attempted to purge the world of the virus of fascism which we thought at the time was the only serious threat to freedom. In this we were tragically mistaken. We were led to extend a friendly hand to a war ally who has now become a greater enemy to freedom than Germany ever was. This former ally has now embarked on a program to conquer and enslave the entire world by means of aggression and subversion.

The tragedy is that some of the spread of communism should have been accelerated on the wings of what was considered liberalism. Subversive elements were found in high places in our own government, hiding under the protective cloak of pseudo-liberalism and social reform. Even men of sincere good will were completely deceived.

Leaders in America and throughout the world

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Danger-Filled World



NO. 4 of a series on problems of business and government

could not believe the ghostly spectre of what they feared. Appeasement and compromise seemed at the time to be the only policies that would avoid a conflict which might engulf civilization. We were literally taken for a ride — leaders of state and common citizens alike — in this country and throughout the world.

The free nations liquidated the greatest military machine on earth at the end of World War II, while communist nations multiplied their military power.



Too late we discovered that the military might of communist aggression, augmented by subversion, threatened the world. Too late we discovered that there is no compromise between freedom and slavery, between truth and lies, between God and materialism.

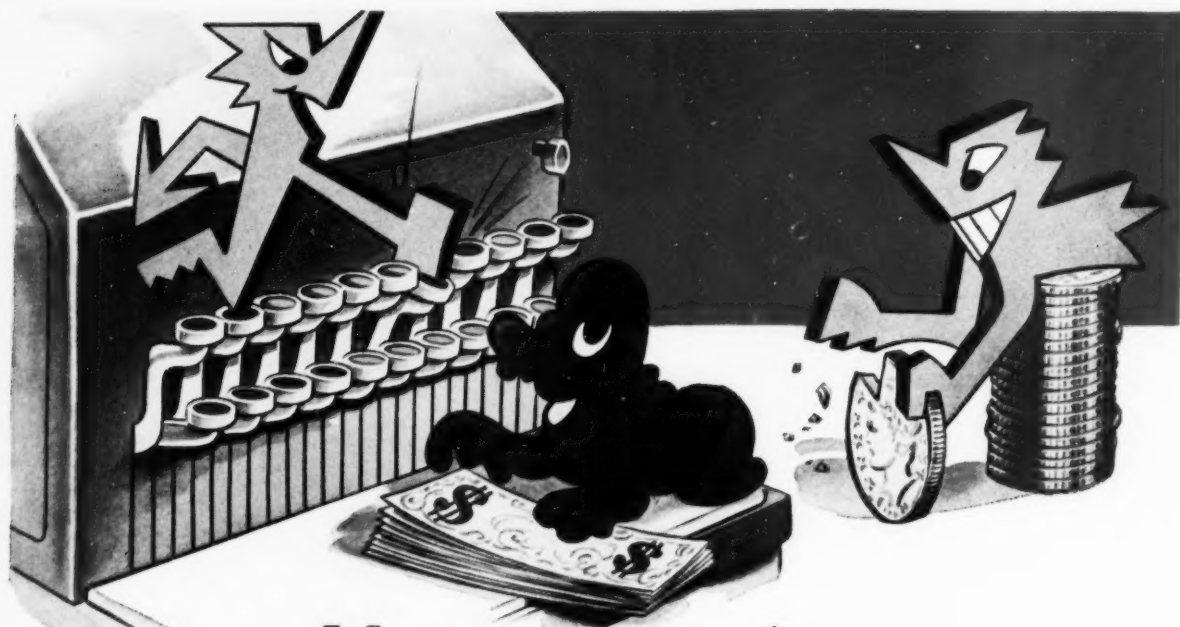
And so, today, we find this nation in the role of leadership, desperately seeking to multiply the strength of free peoples throughout the world in order to save as much as possible of what is left from the communists and to meet successfully what may be civilization's greatest struggle to preserve freedom.

World-Wide Revolution

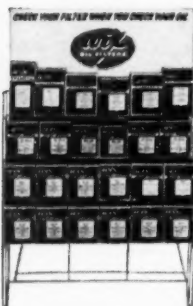
Only now are we beginning to discover the full import of the social, political and economic revolution that has erupted with increasing fury throughout the world. We are witnessing bitter struggles among fiercely antagonistic groups in many nations, millions of people in revolt, seeking a new and better way of life. World-wide communication, particularly radio, continuously reveals to the most isolated communities throughout the world achievements and

(Continued on page 170)

MR. WIGGINS, one of the South's most successful business executives, has had a notable career also as a banker and a newspaper publisher. Here are just a few of his many and varied business connections: Chairman of the Board, Atlantic Coast Line, Louisville and Nashville, and affiliated railroad companies; president and chairman, Atlantic Coast Line Co.; president, Trust Company of South Carolina; president, Hartsville (S. C.) Publishing Co.; director, American Telephone & Telegraph Co. He is a past president of the American Bankers Association, Southern Retail Merchants Conference, South Carolina Press Association, and many similar organizations. He has served as treasurer of the American National Red Cross, member of the Federal Reserve System's Advisory Council, and Under Secretary of the U. S. Treasury.



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SOUTHERN AUTOMOTIVE JOURNAL

March, 1953



1953											
JANUARY				FEBRUARY				MARCH			
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu
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*This Can Be
Our Biggest Year!*

IF WE TAKE ADVANTAGE
OF OUR OPPORTUNITIES

By T. C. BUDDY GARRETT
President, Southwest Automotive Show
(As reported by Aaron Craggs, Southwestern Editor)

IT is my privilege—and perhaps my obligation as president of the Southwest Automotive Show—to lay emphasis on a fact that must be obvious to all those engaged in the automotive aftermarket.

This year 1953 can very easily close out with new records in volume and profit for this division of the automotive industry.

It is not necessary for me to pose as either an authority or a prophet in making such a statement. The same conclusion can be and no doubt has been reached by any and all who can and do read.

All I propose to do here is accumulate and organize some of the most significant facts that have come to my attention. Perhaps there are other significant influences that I don't know about. But enough facts of that nature have been printed in newspapers, trade magazines and private releases, and recited in radio broadcasts and in addresses to business groups, to convince me this can be our biggest year in terms of sales.

For us here in the Southwest

there are two points of focus for an optimistic viewpoint. One is the national picture, the other is regional, or Southwestern.

Nationally, fresh and favorable sentiment prevails throughout the land. It is certain that the change in Washington is responsible for this, and responsible, too, for many of the factors that will influence business, but no elaboration is needed here after the record interest demonstrated by people last November.

There is almost positive indication that both controls over and shortages of metals will soon be dissolved and more especially that relaxation will be extended to steel production.

This will mean more new cars, and although it is true that replacement is the backbone of the aftermarket, new cars create a demand for our accessories, too.

There are various estimates on how many more new cars will be produced, but certainly there will be more than the five million made in 1952. If all these additional new cars are sold, and business continues good, then it is reasonable to expect that accumulated stocks of used cars will receive special at-

tention from dealers, and that movement of used cars will be stimulated by national optimism.

At the beginning of the year figures arguing for an increased rate of scrapping on old passenger cars were released. Scrapping might bring total ownership of cars down to less than 42 million.

But—34 per cent of present cars are pre-war, while 66 per cent are post-war. These post-war cars will not suffer from the high rate of scrapping. Therefore, on the 66 per cent, extensive service and repairs will be required. And in this latter classification it is obvious there will be increasing numbers of cars.

There are other significant factors. According to statistics, annual passenger-car mileage per vehicle is now 11,000. Minor repairs are needed at 20,000 miles, major repairs at 40,000, overhaul at 60,000.

Cars of 1946 and later now show speedometer reading of 40,000 miles or more and need major repairs. There will be more of those. Then there are the older models, whose owners are reluctant to spend money for repairs, but look ahead to economic capacity to own a better car. National vehicle own-

ership is around 48,000,000, with a 40 per cent increase predicted within ten years.

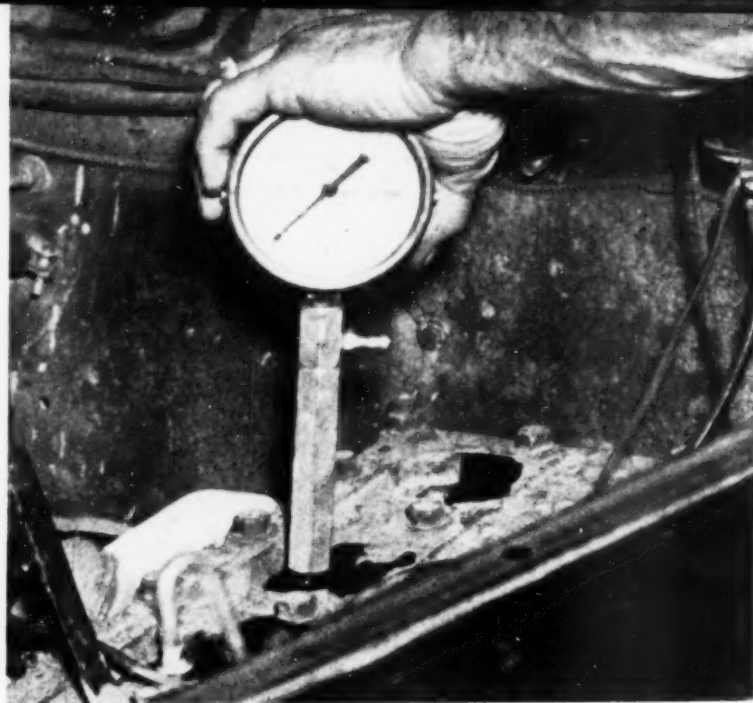
Yet there has been no comparable increase whatsoever in the number of repair shops, so the established car dealer or independent has an opportunity to build a bigger and better business.

Finally, a reduction in individual income tax could be a booster and supply the impetus necessary for a premium year. There is no guarantee from the new national administration of such a reduction, but it is a very highly probable development, we are informed.

Some economists have predicted good business only through the first half of the year. However, it has been my observation that six economists can take a given set of facts and come up with six different answers.

Yet if the economists favoring the half-year of good business should be correct, the income-tax reduction tentatively scheduled for July could supply the pick-up necessary, for at least two reasons.

It would actually divert many millions from government to business channels. Perhaps more important, it would fortify the national morale and break the back of a trend that has done great



Shop volume is undoubtedly going to run high this year, and in all likelihood will exceed previous peaks. Are you prepared to invest the hard work and necessary planning to guarantee your part of it?

psychological damage.

Again, if those favoring half a year of good business are right, and there is a decline after July, it was pointed out recently by one

observer that this will call for more car repairs. Some prospective new-car buyers will hold back, hoping it isn't true. If it is, repairs for the family car will be unavoidable.

For it must be remembered that automotive transportation is so much a part of American life that it cannot be indefinitely neglected and allowed to become inefficient, even in the one-unit American home.

And now let's shift our focus to the South, and more particularly to the Southwest, with which I am best acquainted.

Here our natural geographic advantages are contributing to our advancement economically. Industry in many cases is being decentralized in the North, to the advantage of the South and Southwest. We have all witnessed vast expansion, industrially and commercially, an almost amazingly steady increase in population, and an increase at a rate that outstrips the rest of the nation in motor-vehicle population—and use. We can hardly forget that our climatic advantages attract millions of tourist dollars and that the same advantage permits year-round use. Our cars and trucks wear out faster because they are used more.

A Southwestern economist recently commented that the income for Texas for 1940 was \$2,652,-

(Continued on page 175)

Although a partner on at least two occasions in a jobbing enterprise, T. C. "Buddy" Garrett is now exclusive owner of his own business for the first time in 35 years of experience in the automotive field and 25 years of that in jobbing.

Garrett, a native of McKinney, Texas, near Dallas, spent his first year after high school graduation in the parts department of a McKinney car dealership. From there he went to Burkburnett, Texas, as parts man for another dealer.

In 1927 he first entered the jobbing business as salesman for a Wichita Falls firm and two years later began ten years of service as city salesman for the Beard and Stone Electric Co. of Dallas. From 1938 to 1943 he was sales manager for The Schoellkopf Co., pioneer Dallas distributor.

For five years, beginning in 1943, he was partner in a Dallas jobbing house, then returned to Schoellkopf for another three years, entering a second partnership in 1951. He opened his own business on June 1, 1952.

The Southwest Automotive Show, which Garrett heads as president this year, was first held in Fort Worth, Texas, in 1938. There were 129 exhibiting firms, 208 standard booths, 51 sponsoring jobbers and 11,525 people attended.

Since then, except from 1942 to 1946, inclusive, the show has been on an annual basis and has been staged in Houston, Dallas, San Antonio and once in Oklahoma City.

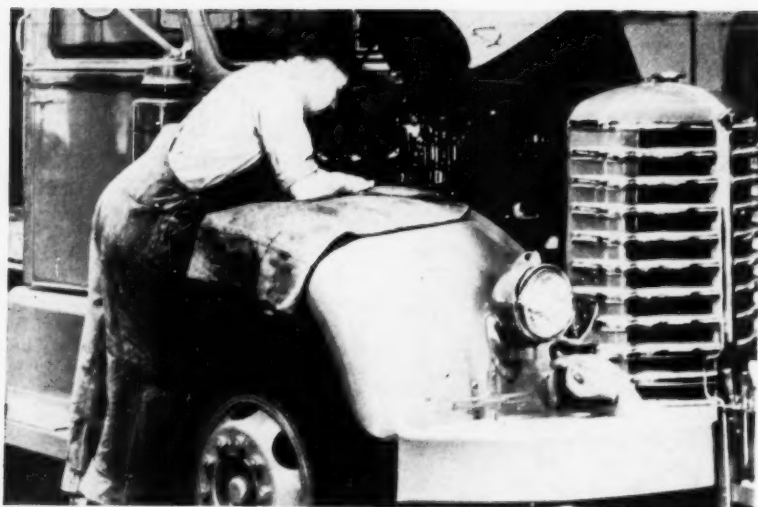
Last year's show in Houston attracted 290 exhibitors, who occupied 535 booths. There were 276 sponsoring jobbers and attendance was announced as 22,064.

This year's show, in Dallas, March 26 to 29, provides space for 275 exhibitors, who will occupy 496 booths. Two hundred seventy-five jobbers will sponsor the exhibition.



"1. Tune engine	\$5.40
"2. Clean carb	3.60
"3. Pack front wheels	1.50
"4. Adjust steering	2.10
"5. Adjust brakes	1.25

79



Problems I* Find in *Servicing Fleets*

THE fleet usually encountered by the independent garageman or dealer service manager consists of sufficient units to be classified a fleet but not enough to justify a fleet garage or service center.

The fleet may be locally owned and operated, or it may be part of a larger fleet, not all of which is based locally. The "distant owner" type of fleet may be serviced by the owner's central repair facilities, or it may be serviced entirely by local public repair facilities.

These fleets are under the control of supervisors who range from incompetent "yes" men, or worse, to able men who understand vehicle dispatch and maintenance from A to Z, and who are familiar with the needs of their employer as well as the situations of the local firms selling service.

Not infrequently encountered in servicing or managing fleets are conditions brought about by the policies or personalities of the fleet owners, even though they may be dealt with personally. Business policies, budgets and seasonal conditions have their effect also.

To consider all aspects of servicing fleets under all combinations of the above circumstances is impossible. The more desirable of the

conditions provide many service departments with volumes of profitable business conducted in an atmosphere of pleasantness and cordiality. And, they provide fleet operators with the maximum efficiency, economy and use of their vehicles. The less desirable of the combinations are problems that must be met by garages and service departments that service fleets. They are problems that should receive the careful thought and consideration of fleet operators who are interested in getting the most for their money in vehicle life.

We will be specific about a few

***A veteran garageman, a son of a garageman, began talking about the difficulties he had faced in trying to do business with fleets. In this article he then wrote at the editors' request, he seeks to analyze some spots of friction from the side of the fleet operator as well as garageman. Do you agree with the points he cites?**

of the problems of fleet service and discuss them in extreme terms. Assume that the garage or service department is competent and adequate to meet all normal needs of the fleets or it would not remain in business.

Night or Overtime Work

Every garageman, service manager and mechanic must expect to do some work at times other than between normal opening and closing hours. He must expect to do some that he has not planned to do and which he might well prefer not to do. The emergency repair needs of customers must be satisfied. These needs must be satisfied by overtime work or multiple labor forces.

There are problems in meeting the customer requirements by either of the suggested methods. The repairman may be justly suspicious, however, of excessive requests for work to be performed at night from a particular fleet, especially if it is work not occasioned by collisions or road breakdowns.

Routine tune-ups and minor adjustments are not emergencies that justify requesting a garage to remain open at night to perform. Here we encounter the garageman's reluctance to utter the "no" that may mean the loss of a fleet's business.

The repairman has good cause to feel that his position is not understood. The probability is strong that he would be glad to remain open at night regularly by instituting a night shift. The repairman knows from long experience that the fleet that is so quick and apt to demand even routine service at night or weekends would never think of assuring him the constant volume of work that would even partially justify the initiation of a night shift.

A continuous demand for night work from a fleet on an "as we want it" basis usually results in the serviceman studying means of replacing this particular fleet with an equal volume of business that can be handled at a profit. Servicemen have also the task of maintaining a labor force. Unpredictable demands from fleets for routine work to be done at night increase the seriousness of this problem.

At this point we must be careful not to confuse fleet demands
(Continued on page 206)



Vice-President F. B. James explains the details of the G.I. training program to Helper Christensen.



Mechanic S. H. Rodeschin's pay increased 25% after Christensen (right) began helping him.

No Mechanic Shortage Here!

A CHARLESTON, S. C., dealership has found an excellent source of potential mechanic labor and has been able to sit back and look on while so many other automotive concerns have been faced with unattended workbenches.

There's a firm reason why the mechanic labor scarcity isn't gripping the shop of McKethan Oldsmobile, Inc. While many firms at first came under the G.I. World War II on-the-job training program, only later to complain that it wasn't worth their effort, President Jack McKethan expressed belief he knew where the wrong steps were taken by many other veteran dealers and garagemen.

"We have always screened our applicants carefully. We did not try to take on too many veterans at one time."

In addition, he explained, during the first two months the trainees were watched carefully. "Perhaps by the end of a month we could decide if a man would fit into our organization as a full-time mechanic upon completion of his training."

The success he has enjoyed under the program can be stated simply in statistics. Eight men were taken on under the World War II program, which has ex-

pired. Two were found unacceptable. Four are with the company today. The remaining two left to return to their native states. One of them is now a service manager in Texas. "Naturally we're especially proud of him," said McKethan, whose automotive background stems back nearly 20 years as a General Motors field man.

In addition to the above men trained in the shop, two painters were trained in the body shop. Both are still with the company. One, I. C. Green (that's really his name), commented:

"I never had seen a car painted before I came here seven years ago."

Today McKethan Oldsmobile has a helper for every mechanic in the shop, except one. That's seven helpers, most of them brought in under the Korean War on-the-job training program which has replaced the World War II program. There are also four trainees working with the nine full-time men in the body shop. Thus, the company's 11 trainees represent approximately a fifth of the total of 57 persons on the payroll.

"This present trainee program is costing us about \$1,200 a month," McKethan said. "If we didn't have these trainees, we couldn't do as

much customer labor and parts sales.

"We figure a trainee will add at least 35 per cent to a mechanic's production. Our experience has been that the extra volume more than offsets the extra cost.

"It looks like you are going to have to train mechanics if you are going to have them. Used-car reconditioning is going to get heavier. New-car conditioning is going to get heavier."

There's one big advantage, too, which may not have been considered by some companies which didn't give as much serious attention to the program and later discounted some of its value. That point, as stated by F. B. James, vice-president and treasurer of McKethan:

"If you train your own men, you train them in your way of doing things."

Also, he explained, "As you increase your business, you need more service salesmen and assistant service managers. Under this plan we have the men."

How has the Charleston firm managed to hold the trainees, once they have become journeymen?

Replied McKethan:

"1. Mainly through the work-



Providing modern equipment so the men can frequently beat flat rate is one reason why few trainees have ever left McKethan's. A fifth of the payroll at this dealership consists of on-the-job G.I. trainees.

ing conditions here. We try to maintain a shop second to none so far as the men themselves are concerned. We have put in every piece of equipment to do a job better and easier for the mechanics, with the result that they will make more money than in many other shops—even though we pay the same percentage as others here and charge the same flat rate—because they can beat the flat rate.

"2. We see that the work comes in. We use a follow-up system and also have the service manager and his assistants contact customers by phone or in person, or the car salesmen may be called on to make the contact, if necessary."

James suggested that the preliminary steps be taken carefully.

"You should investigate the men when they come to you," he commented. "We talk with the instructor at the vocational school, with the Veterans Administration representatives and later with the applicants to learn all we can about them."

"When you take on a trainee, it's an investment just like investing in a piece of equipment."

"Also, you must be sure you have seasoned mechanics who will

string along with you. When we first started the program, they wanted to know if we were training men to take their jobs. We told them they would have nothing to worry about as long as they continued to do a good job and that, in fact, they should benefit materially from this program.

"At first they were skeptical, but when their pay jumped, they were all for it. Now our mechanics even help us locate prospective trainees when we are ready for another."

"This program increased the pay for the whole force around 15 per cent. One mechanic's pay jumped approximately 25 per cent, because he's fast and efficient with rarely a comeback. This man, incidentally, was a trainee himself here at one time, and today he's one of the highest paid men in the shop."

McKethan said a serious error could be made if a firm tried to take on too many trainees at one time.

The government pays an education and training allowance for on-the-job trainees under the Korean G.I. bill varying from \$70 a month for a man without dependents to a maximum of \$105

for a man with more than one dependent.

According to Ernest D. Bass, assistant chief of the vocational rehabilitation and educational division of the V. A., Atlanta, Ga., more and more applications are being received from Korean War veterans and rehabilitation-aid veterans for training in automotive repairing, parts handling and wholesale operations.

"The number of applicants will undoubtedly increase as more and more veterans are released," he explained. "We probably are getting around 1,000 applications a month here in Georgia from disabled and non-disabled veterans for all types of training."

To Come Under Is Simple

It's a simple step to come under the program, he stated. Interested veterans should contact the nearest V. A. regional office—and there is at least one in every state. Texas has several such offices. Establishments should contact the state approving agency, usually situated in the state capital. Then the simple details are worked out for putting the veterans on the two-year training program.

The employer can cut this training period short any time he feels the man is qualified for full-time employment. As the trainee advances periodically, the amount the firm pays is increased and the government's training aid is decreased.

Employers are preferred, Bass pointed out, who are set up to hire the trainees full time once they have completed their period of learning.

Whereas under the World War II program it finally became necessary to discourage men from wanting to enter automotive training, due to lack of opportunities for later employment in that field, according to Bass, "today we find the situation is different, and the demand for mechanic labor is growing greater."

Many of the leaders of this industry today came from humble beginnings. Some of the top executives in Detroit sprang slowly but steadily from lowly positions far away from the plush offices they now occupy.

In seeking prospective timber to be carved into skilled shop men, dealers and garagemen should keep this fact in mind. The more ambitious young men can then be sold more readily the value of a beginner's job in the shop.

Why They Leave the Trade

Two veteran mechanics reply to the article in the January issue on the shortage of experienced help.

From Arkansas:

Dear Editor:

I have just finished reading an article in your January issue entitled "Solving Mechanic Shortage." I wonder if you would print an article from the mechanic's point of view that might really get something done towards this goal.

First I should qualify myself to speak on this subject. I am at the present time an employed mechanic, working for [firm name and franchise reference omitted by editors]. I have worked as a mechanic before World War II, most of my six years in the Army and the time since being discharged in 1945.

I do not change jobs very often, but I am acquainted with a few mechanics over a wide area of this great nation. I consider that I have a fair knowledge of mechanics and their problems.

As my statement will be based on pay and skill, let's start with that in comparison with other trades. The mechanic, I believe, has the highest skilled trade there is. I give you two reasons and you can easily think of many more.

He can never quite keep up with what Detroit will think up for next year. He can never stop study of his trade, neither can he learn it in a lifetime. Compare this with a bricklayer who can learn his trade in a year in a school and has a trade for life. Other trades are near the same.

Next let us consider pay. In my area, the average base pay for a mechanic is \$1 per hour, for a top man. There is usually some form of incentive pay. Though this does increase the pay a little more, its main use is to make legal a week of 60 or more hours without overtime pay.

Now let's look at the others. The bricklayer in this same area averages \$2.25 per hour. The carpenter, \$1.75. The plumber, \$2.

In other areas, though mechanics' pay is higher, the ratio is the same.

To equip a mechanic's tool cabinet complete so that he can have the hand tools for the one make of car in a dealership runs nearly \$1,000. These are usually bought a few at a time. But the yearly investment is about \$300 for replacements of broken, lost or stolen tools, replacing obsolete tools, or additions. This is strictly from the mechanic's pocket, and so reduces his pay by that amount. Compare the tools of the other trades.

The next line is the importance the man on the job feels. This is naturally pretty low on the job where the service department is a poor stepchild to the sales department and office. In nine out of ten shops employing ten mechanics or less, this is true.

(Continued on page 127)

From Indiana:

Dear Editor:

I have been a subscriber to your magazine for several years and still get a kick out of it from cover to cover.

After reading your article on the shortage of mechanics, in the January issue, I have done some heavy thinking about the reason the boys (I mean the old boys or good mechanics) have for quitting the business for hamburger joints or chicken ranches.

What is the reason for them getting out?

I know my reason for getting out of it after 30 years as an all-around man. By all-around man, I mean Chrysler Corp. M-6 transmission, Gyro-Matic, torque drives, carburetor overhauls, engine overhauls, brakes, rear axle, front-end and wheel balancing. Have done crankshaft grinding, piston grinding, body work and what have you.

At present I'm working in a [franchise reference omitted by editors] agency.

They get the old hands or good mechanics in these modern shops and make a fall guy out of him. At present I'm working on a dissatisfied customer that wrote this factory a whole page of gripes about his car.

I work on it by the hour, which means I haven't a chance to break the flat rate. So that leaves me on a straight \$1.50 an hour while the other boys that have been in the business four or five years make the good money on the easy jobs.

Is that being fair with the good mechanics?

That is the reason I am thinking (good and strong) about going into a factory as machinery maintenance and repairman at \$2.25 per hour, plus time-and-a-half for over 40 hours.

I know some may say, "He is so old and slow he can't work," or "Why doesn't he go to the city where he can make more money?"

I am 44 years old and can still turn in from \$800 to \$1,000 labor a month on a \$3-an-hour flat rate, when I am given the work.

I don't like the big cities. The living costs are too high.

After seeing a few deals they hand out to the older mechanics, the young fellows get sort of discouraged, as well as the older fellows. Especially after seeing the amount we have to put into tools, while some of the factory boys have no tools or a small handful of tools and make as much as we do.

I used to think the mechanic's job was a good profession but am sure changing my mind fast.

W. T. J.

Indiana

[Editor's note: Further identification withheld.]

ESTIMATE						195
M	Address					
Phone	License	Mileage	Model			
Insurance Co.	Motor No.		Serial No.			
Operation No.	INSTRUCTIONS	Part Number	Parts Price	Labor and Paint	Total	
 <p><i>Let's Estimate 'Em Right!</i></p>						
Parts are listed at current prices and such prices are subject to change without notice.						

By **E. M. Lowery***
Technical Editor

THE purpose of this article is three-fold: First, to show the importance of body repairs in automotive service; second, to help obtain efficient handling of wreck repairs and to promote better dealings with owners of wrecked vehicles, and, third, to promote better relations between the body-shop personnel and the automobile insurance companies.

Prior to World War II, the body-repair department of a dealership was treated somewhat as a "redheaded step-child." Independent repair shops found it difficult to make ends meet due to extremely keen competition. This was a normal condition for that period, for in those days wrecked vehicles were not repaired as extensively as today; parts and labor were cheap, and if a car was badly damaged, it was replaced rather than repaired.

However, during the war parts

became very scarce; parts that would normally have been replaced were, of necessity, repaired—and experienced mechanics were nearly as hard to get as parts. New cars, to most people, were looked upon as a thing of the past. These factors combined to change the whole picture of body repairs. Vehicles that would have been salvaged were repaired; repair costs increased to such proportions that the body repair business became one of the greatest sources of customer labor revenue in the automotive repair industry—and this condition has remained throughout the post-war years.

Although this change has been indeed welcome, it has created a need for much greater efforts on the part of the repairman toward increasing the over-all efficiency of the repair shop and in the promotion of sound relations with owners and insurance adjusters.

It is poor business indeed to handle a wreck repair job in the same manner as an ordinary mechanical repair, such as brakes or clutch overhaul. There is a psychological effect upon the owner that must be considered; for instance, there is a picture in his mind of his car in its wrecked condition, and the best job that can be done, together with the use of the greatest amount of diplomacy on the part of the repairman, is barely enough to erase this picture and help re-establish the owner's confidence in his vehicle.

"How much will it cost?"

"How long will it take to make the repairs?"

"Will the car be as good as it was before it was wrecked?"

These are the most important questions to the owner. The answers should be ones that can be fully guaranteed.

A tip here is to never quote a price or promise time until an itemized estimate has been prepared. This will afford an accurate quotation of cost and time required for making the repairs.

When an owner has his brakes repaired he will generally test them a few times after leaving the shop; if they operate as he thinks they should, he seldom thinks about them thereafter, but he will be severely critical of any repairs made due to a wreck or fire.

The repairman should make it a point to be just as severe in inspecting the work as the job progresses through his shop, and to have the vehicle looking its best when the owner calls for it after the repairs are made.

Another tip: Have the owner inspect the vehicle before delivery is made. Most owners will demand this; however, it is a step

*Ed Lowery is director of service of Lander Motors, Inc., Atlanta, Ga., one of the "big ten" Dodge dealerships in the U.S.A. His service department includes a body-shop operation headed by Al Cloud, employing 40 men and embracing a huge specially-designed paint booth and bake oven through which cars and trucks are run with assembly-line precision. Cloud assisted in the preparation of this article, enlisting the cooperation of a number of insurance adjusters.

The estimator is the key person in deciding the profit-and-loss factors in a body shop; in organizing the shop supervisory staff, the person selected as the estimator should be one who has all the qualifications of a good service salesman, be well versed in the techniques of general body work, and be thoroughly familiar with the makes and models of the vehicles which he will examine most frequently.

They're Cost-Conscious Now

Insurance companies are now much more cost-conscious than ever before. This is due to the advance in cost and design of post-war model vehicles, also the high rate of accidents due to the overly - crowded traffic conditions which prevail over the nation. As a result, there are many more insurance adjusters operating and they check estimates much closer than in the past.

It is always good business to promote relations with insurance adjusters. The extent of this promotion will have a direct reflection upon the amount of repairs a shop will handle where an insurance company is involved. Many shop owners realize this and make the services of their shops appealing to the insurance adjusters.

Unfortunately, there are many repair shops that pursue the unfair policy of including excess profits in their estimates. They also attempt to cover owner deductible charges as well as cost of repairing cumulative damage. This policy carried on by some shops has cast an unfavorable reflection upon all shops. Repair shops are learning fast that this practice does not pay.

Some shops have formed cliques to promote and to protect the furtherance of these nefarious schemes; as a result the insurance adjusters and the awakened owners are having wrecked cars towed out of these shops and into those where a more reasonable estimate can be obtained. This procedure will continue, no doubt, until the

dealers and the independent shops band together to stop this vicious attempt to take unfair advantage of insurance companies and unsuspecting owners.

The most important fact in relations with insurance adjusters is preparation of sound, practical and reasonable estimates. Perhaps the greatest bugaboo to an insurance adjuster is a poorly-prepared estimate.

Time is of the essence to both the adjuster and the estimator, and a poorly-prepared estimate always requires an excessive amount of time to correct and then be rechecked against the vehicle.

An extensive survey has been made on the preparation of estimates and the results of the survey show the following factors are the more essential ones to be considered when an estimate is made. These may be looked upon by many readers as somewhat elementary, but the survey has proven that it is among these factors that many experienced estimators most often make mistakes. These factors are:

1. Size, type and draft of the estimate sheet.
2. Complete evaluation of damage prior to beginning the estimate.
3. Neat, clearly-written and

complete instructions.

4. Proper grouping of related damage.
5. Prevention of over-lap in labor charges.
6. Full statement of needed parts and correct price of each part shown.
7. Correct statement of labor charges.
8. Accurate addition and subtraction of figures.
9. Correct parts discount.
10. Elimination of "open items."

Size, type and draft of the estimate sheet:

The ideal size of the estimate form should be one that can be easily handled, small enough to fit conveniently into a file folio, and yet be large enough to hold a good number of instructions. Letterhead stationery size—8½ inches by 11 inches—is most suitable.

The estimate should be drafted in such a manner as to show in the heading the name of the firm, the date the estimate is made and the necessary information to positively identify the vehicle. Identifying information should include: (1) owner's name, address, phone number; (2) name of the insurance company, (3) make and model, (4) motor number, (5)

(Continued on page 136)

The most suitable estimate form, says the author, is the size of the usual letterhead—8½ by 11 inches. Some forms use this wording in place of the small type shown on the form below: "If further complications are found after estimate has been made, we reserve the right to complete repairs and charge for same at standard rate." Some omit any such statement entirely.

[illegible]

How His Daily Control Protects

JUST as a mechanic has trouble when he tries to repair modern cars "by ear" instead of with the proper equipment, a dealer who tries to operate his business without an accurate control of expenses may find it hard to keep profits rolling in these days.

The number of tax records, OPS records, wage-and-hour records and factory records that dealers are required to keep have given some of them the idea that figures are something to turn over to a good bookkeeper and then avoid as much as possible.

But to R. E. Dumas Milner, owner of Milner Chevrolet Co.,

By M. M. Wilcox
Assistant Editor

Jackson, Miss., figures are simply tools to be used every day to help make sales at a profit.

Milner has worked out several types of reports — daily, weekly and monthly — to help himself and his department heads carry on a profitable operation. The reports are concise and easy to understand. Every figure has a meaning for the department involved — to help the department head judge past results and plan intelligently for the future.

The idea of a daily report is not new, but Milner believes the particular form he has developed is more effective than many others. Since the necessary figures are on the bookkeeper's desk every morning, it takes only a few extra minutes to make them available to management in an easy-to-read form.

"It's not enough to find out where you stand at the end of every month," Milner said. "A dealer needs to know day by day so he can take immediate steps to correct any difficulties. An expense that is out of line or a slump in some department shouldn't be allowed to continue until the end of the month before something is done about it."

One page of a typical weekly report on car-sales gross profit is shown below. This analysis helps the salesmen stay up to date on the market.

Managers Get Figures

Milner receives the complete report every day and a take-off for his particular department is given to each department head. If the service manager, for example, notices that customer-labor sales are off, he can send out direct-mail pieces or start some other promotion that will have sales rising again before a week has passed.

"Even in a small firm where the owner himself works closely with every department, it is hard for him to make an accurate estimate of what profits will be before the monthly statement is completed," Milner commented. "A daily report is needed by any dealer with a 100-car contract, I believe."

"At my former dealership in Kosciusko, Miss., which then had a population of around 3,000, I used the same type of daily report I'm using now — and found it most valuable."

"In making out the report, the gross profit by departments after deducting the variable expense is worked down to one figure showing the gross profit of all departments. Then a daily fixed-expense figure is deducted, which leaves a net profit for the particular day, to date this month, to date last month and to date the same month the preceding year."

"When the final monthly statement has been completed, the profit figure very seldom varies more than 2½ per cent from that shown

DESCRIPTION OF UNIT	NEW CAR GROSS PROFIT	USED CAR GROSS PROFIT	TOTAL GROSS PROFIT
1952 Chevrolet, Model 2103	569.79	366.39	
1950 Pontiac Chieftain		260.51	
1948 Chevrolet 4/dr. F/L		- 184.00	1,012.69
1940 Ford 2-door			
1952 Chevrolet, Model 2103	625.65	93.11	718.76
1949 Chevrolet 4-dr. Spec.			
1952 Chevrolet, Model 2103	580.48	245.90	
1949 Chevrolet, 4-door		- 82.00	
1940 Chevrolet, 2/dr. M/Dlx.		184.21	928.49
1946 Chevrolet ½ Ton Pickup			
1952 Chevrolet, Model 2102	423.83	213.84	637.67
1950 Chevrolet, 2/dr. S/L Dlx.			
1952 Chevrolet, Model 1503	394.65	- 1.88	392.77
1941 Plymouth, 4-door			
1952 Chevrolet, Model 1508	474.43	195.00	669.43
1949 Kaiser 4-door			
1952 Chevrolet, Model 3104	339.43	148.27	487.70
1951 GMC, ½ Ton Pickup			
1952 Chevrolet, Model 3104	376.77	195.00	571.77
1951 Chevrolet, ½ Ton Pickup			
1952 Chevrolet, Model 3105	459.53	245.60	
1950 Ford Pickup		- 229.40	475.73
1946 Chevrolet, ½ Ton Pickup		100.00	
1949 Ford, 2-dr. (Purchased)			100.00
1951 Plym. 4/dr. Crambrook (Purch.)		325.56	
1947 Plymouth 4/dr. Sp. Dlx.		- 8.45	317.11

Profits

on the daily operating statement. An estimate like that really gives you something to work with."

Once a month Milner goes over the accounts at a special meeting of the "operating committee," consisting of the general sales manager, used-car sales manager, truck sales manager, business manager, service manager and parts manager.

Accounts are broken down by departments and by names, with some items receiving a more detailed analysis. The items that are watched more closely include salaries, company car expense, shop supplies, other supplies and local advertising.

"We have found that these particular expenses can get out of line in a hurry if we don't watch them," Milner said. "The addition of a couple of unskilled laborers in the service department, for example, means a sizeable sum these days. Or wastefulness in handling supplies can mount up quickly."

Some of Milner's ideas about keeping tabs on profits apply to only one phase of the operation.

Typical Monthly Report on Types of Sales

CARS	
New Cars:	
Cash or open account	8
Financed	27
Leased	6
Sub-total	41
Cash or open account	19
Financed	100
Wholesale	16
Sub-total	135
TRUCKS	
New Trucks:	
Cash or open account	21
Financed	14
Wholesale	0
Leased	1
Sub-total	36
Used Trucks:	
Cash or open account	8
Financed	14
Wholesale	4
Sub-total	26
Total new units sold	77
Total used units sold	161
Total	238

DAILY REPORT

Date _____ 19__

	TODAY	TO DATE THIS MONTH	TO DATE LAST MONTH	TO DATE SAME MO LAST YR.
GEN.				
BANK BALANCE				
New Cars — No. Units				
New Trucks — No. Units				
Accessory Sales				
Accessory Gross Profit				
GROSS PROFIT				
NEW CARS AND TRUCKS				
Units Traded For				
Units Sold				
Units on Hand				
Cost of Units on Hand				
GROSS PROFIT				
USED CARS AND TRUCKS				
Gross Profit Both Departments				
Less Salesmen's Commission (EST)				
Plus Finance Reserve (EST)				
Net Gross — Both Depts.				
NEW AND USED				
Sales — Parts — Counter Retail				
Repair Orders				
Wholesale				
Total				
Accessories — Counter Retail & Repair Orders				
Sales — Gas, Oil, Grease, R.O. & Internal				
Total Parts, Acc., Gas, Oil & Grease				
Total Gross Profit, Parts, Acc., Gas, Oil & Grease				
No. Customer Repair Jobs				
Sales — Customer Labor Pass				
Commercial				
Internal				
Total				
Total Service — Gross Profit				
Sales — Outside Work				
GROSS PROFIT				
Total Sales Service, P. & A. Dept.				
Total Gross Profit Service P. & A. Dept.				
Total Sales All Departments				
Gross Profit — All Departments				
Total Fixed Expenses (Estimated)				
Net Profit (Estimated)				
New Cars in Stock				
New Trucks in Stock				

A copy of this report is given to Milner (shown in photo insert above) every day. Each department head receives a take-off for his operation.

The weekly gross-profit washout report on used cars is a good example of this.

A written summary of the gross profit or loss on each sale, right down to the final washout, helps the men — and Milner — keep right up to date on the local market. It helps them do the kind of buying and selling that result in a sales average of 175 used units a month, from a stock that averages 100 used cars and trucks.

A monthly breakdown shows at a glance how many new and used units are moved and the type of sale — cash or open account, financed, wholesale or leased.

Nobody should get the idea that Milner is interested in bookkeeping and records just for their own sake. To him, figures are practical tools for merchandising at a profit,

as one incident from his early automotive days indicates.

At that time he owned a service station and decided to increase traffic at his pumps by having a sale on gas. He advertised that on a certain day he would begin selling gasoline for ten cents a gallon at 10 a.m. Every 30 minutes after that time, the price would be raised a cent a gallon.

Cars lined the streets, causing a traffic jam that later made the police direct a few pointed comments in Milner's direction. All day long the customers pulled up beside the pumps.

"Some people thought we were crazy to sell gasoline at that price," Milner said, "but we had done some careful figuring. At that time, gasoline cost us 14 cents a gallon.

(Continued on page 118)



NEWS BRIEFS *of the*

'53 "Parade of Stars" Has Been Expanded

HALF again as much space as was used in 1952 will be available for the "Easter Parade of Stars" automobile show, which opens April 4 in the Grand Ballroom of the Waldorf-Astoria Hotel, New York City, under the sponsorship of The Electric Auto-Lite Co.

Total show area has been increased from 13,614 square feet to 20,422 square feet. Forty automobiles, including several special models, will be exhibited, along with educational engineering displays.

Irene Dunne will act as mistress of ceremonies for the telecast of the show on Tuesday, April 7. Executives of represented car companies and Royce G. Martin, chairman of the board and president of Auto-Lite, will appear with her. A radio broadcast is also scheduled.

Plymouth Announces Automatic Drive

THE Hy-Drive, a unit that combines a torque converter and Synchro-Silent three-speed transmission, will be available by late spring as optional equipment on all 1953 Plymouth cars, President John P. Mansfield announced last month.

The transmission, which will have a Detroit factory-delivered price of \$135, plus tax, enables the driver to operate his car under all normal traffic conditions without shifting gears.

The unit uses a common oil supply for the converter and the engine. This feature simplifies the drive mechanism and results in fewer parts than where the oil systems are separate.

With the Hy-Drive, the engine is started with the lever in neutral. After the engine has been started, the driver shifts directly into high. All normal driving is done from this point without shifting. Stop-

ping is done with the brake pedal alone and starting through normal use of the vehicle's accelerator pedal.

Manual shifting through first and second gears is possible, but almost never needed except for pulling through heavy sand or for engine braking in descending steep mountain grades, Plymouth engineers said.

Erskine Sharp Drowns Near Pulaski, Tenn.

ERSKINE Sharp, Ford dealer at Pulaski, Tenn., since 1926, and his son, who was a junior at Vanderbilt University, drowned last month when their fishing boat capsized in Elk River, south of Pulaski.

Sharp was a charter member of the Tennessee Automotive Association. He was secretary-treasurer in

1948 and 1949 and president in 1950. A native of Lewisburg, Tenn., he was 55. For some years he was mayor of Pulaski, taking an active interest in civic and political affairs of his community.

Talbott Again Heads Maryland Dealers

FOSTER Talbott has been re-elected president of the Maryland Automobile Trade Association. Robert B. Fleigh was named vice-president and Fred H. Onnen was chosen secretary-treasurer of the group.

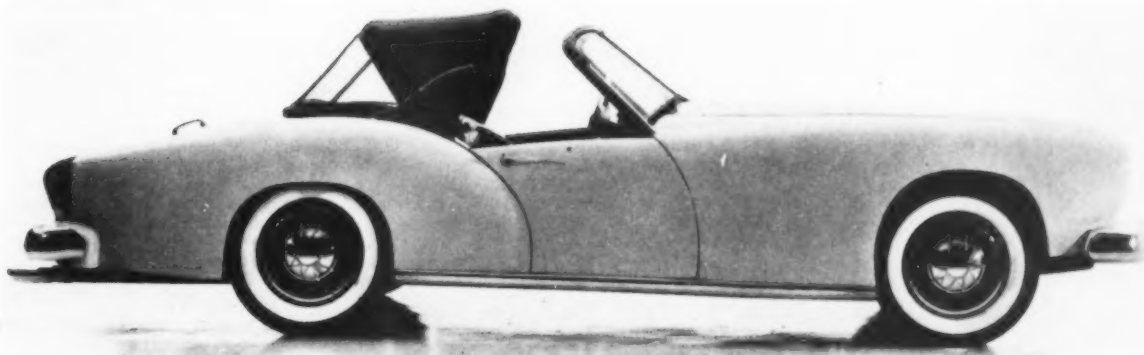
Directors elected at the recent meeting at Baltimore include Foster Fenton, Thomas O'Donnell and Sidney Zell, all of Baltimore, and William Toadvine of Salisbury.

J. Cavendish Darrell is general manager of the association.

This one — the biggest sail reeled in at Fort Lauderdale, Fla., at that time, during the season — didn't get away from R. H. East, sales manager, Atlanta district, Ford Division, who is standing beside his 7', 7" catch. Standing beside his 6', 8" sail is James Leitch, assistant manager, Atlanta district. With them are (l. to r.) George Adams, manager, Southeast regional service department; Albert Charlesworth, regional parts and service sales manager, and Thomas Beattie, regional truck sales manager. In background are the boat captain, first mate and Elmer Lovern, Ford dealer at Fort Lauderdale.



AUTOMOTIVE INDUSTRY



A three-position folding top that can be raised to landau position as well as conventional open and closed positions is a feature of Kaiser-Frazer's DKF-16 Fiberglass sports car, scheduled for production in July. The reinforced body shell weighs 300 pounds. The six-cylinder, 100-horsepower engine has three carburetors

mounted in line on the L-head power plant. Compression ratio is eight to one. A dual exhaust system is used. The doors slide into compartments in the front fenders when in open position for easier entry and exit. This unit reflects only one of several cars to appear this year as factories seek higher volume.

1953 to Be "The Year for Selling," Says Youthful S. C. Sales Manager

THE nation's automobile sales forces face one of the biggest jobs in the industry's history in the immediate future. This should be the year for selling."

That prediction came recently from James N. Pulliam, sales manager of Wilson Motor Co. (Ford), Columbia, S. C., who at 27 is one of the youngest men to hold that position for a dealership of comparable size.

"Barring any changes we cannot now foresee, there should be an abundance of new cars to be sold by the end of this year," he said. "That will mean a tremendous job awaits our sales forces in Southern dealerships.

"There's a big job to be done and we want to get it done."

Sales conferences for salesmen and employees of Wilson Motor Co. are being built around that theme, said Pulliam, who recently took over the executive sales position from Frank Ballentine, when he resigned to go into business for himself.



Mr. Pulliam

Pulliam began his automotive career in 1946 as a parts clerk. In 1948 he was named used-car manager for the firm. A graduate of the Ford Merchandising School, Pulliam is the son of the late Robert C. Pulliam, former president of Wilson Motor Co. R. C. Pulliam was well-known throughout the Southeast.

Hoffman Made Chairman Of Studebaker Corp.

PAUL G. Hoffman, former head of the Ford Foundation, has returned to The Studebaker Corp. as chairman of the board, it has been announced by Harold S. Vance, chairman and president.

Vance will continue as president and chief executive officer.

In 1935 Hoffman was named president of Studebaker and Vance was named chairman. They served together until 1948, when Hoffman was granted leave of absence to become the first administrator for the Economic Cooperation Administration. In 1950 he became head of Ford Foundation.

GM Aluminum Plant Begun in Arkansas

CONSTRUCTION of an aluminum foundry at Jones Mills, Ark., has been begun by Fabricast Division of General Motors Corp. The plant will produce permanent mold aluminum castings, many of them of the highly-intricate type used in torque-converter transmissions.

The plant will contain 100,000 square feet of space. It is expected to be ready by August.

Attendance Is Doubled At St. Louis Show

TOTAL attendance at the 35th annual St. Louis Automobile Show reached 104,000, more than twice the attendance of any previous show, with actual paid attendance of 96,916. The show was open Jan. 31-Feb. 8.

"The public showed intense interest in all exhibits and many actual sales were made during the show," said Rus. B. Hammond, manager of the Greater St. Louis Automotive Association. "Reports coming to the show committee indicated that sufficient good prospects were secured to keep most of the salesmen working at the show busy for the next 90 days."

Ford Will Construct California Plant

FORD Motor Co. has announced purchase of a 160-acre site for an assembly plant at San Jose, Calif.

The plant will cost between \$35,000,000 and \$50,000,000, it was stated, and will have a capacity of approximately 150,000 cars and trucks yearly for distribution in 11 western states. Construction was to start immediately, it was reported.

The Reverend P. G. Braniff is shown celebrating the first mass at his mission in Lagos, Nigeria, with the aid of his "mobile chapel." The Ford was selected by Ed Maher, Dallas, Texas, Ford dealer, and shipped overseas at the request of Tom E. Braniff, Braniff International Airways, and Mrs. Braniff. Braniff is not related to Father Braniff but through a chance meeting learned of his need for better transportation.



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- March 18-19—Semi-annual convention of Virginias-Carolinas Automotive Wholesalers Association, Sedgefield Inn, Greensboro, N. C.
- March 26-29—Southwest Automotive Show, Fair Park, Dallas, Texas.
- April 20-21—Regional meeting of Automotive Electric Association, Atlanta, Ga.
- April 30-May 1—Regional meeting of Automotive Electric Association, St. Louis, Mo.
- May 4-5—Regional meeting of Automotive Electric Association, Dallas, Texas.
- May 4-5—Annual convention of Missouri Automobile Dealers Association, Chase Hotel, St. Louis.
- May 4-6—Annual convention of Automotive Engine Rebuilders Association, Netherland Plaza Hotel, Cincinnati, Ohio.
- May 22-24—Southeast Automotive Show, Dinner Key Auditorium, Miami, Fla.
- Aug. 23-26—Annual convention of Automobile Dealers Association of West Virginia, Greenbrier Hotel, White Sulphur Springs, W. Va.
- Sept. 13-15—Annual convention of Arkansas Automobile Dealers Association, Marion Hotel, Little Rock, Ark.
- Sept. 17-19—Annual convention of New Mexico Automotive Dealers Association, La Fonda Hotel, Santa Fe, N. M.
- Sept. 20-22—Annual convention of



John E. Raine, who in a decade kickpinned the Automotive Trade Association of Virginia into one of the most outstanding associations, was relieved of his duties early last month. There was no comment from him or officials in regard to this action. His son David L. "Pete" Raine, who was the assistant manager, resigned. The association has nearly 1,100 members and owns its headquarters—a colonial mansion in Richmond which has been estimated to be worth well over \$100,000.

- Kentucky Automobile Dealers Association, Phoenix Hotel, Lexington, Ky.
- Sept. 24-26—Annual convention of Automotive Wholesalers of Texas, Austin.
- Sept. 27-28—Annual convention of Georgia Automobile Dealers Association, Biltmore Hotel, Atlanta, Ga.
- Oct. 4-6—Annual convention of Texas Automotive Dealers Association, Texas Hotel, Fort Worth.
- Oct. 4-6—Annual convention of National Used Car Dealers Association, Hotel Statler, Detroit.
- Oct. 18-20—Annual convention of Tennessee Automotive Association, Buena Vista Hotel, Biloxi, Miss.
- Oct. 25-27—Annual convention of Automobile Dealers Association of Alabama, Buena Vista Hotel, Biloxi, Miss.
- Oct. 25-27—Annual convention of Florida Automobile Dealers Association, Sheraton Beach Hotel, Daytona Beach, Fla.
- Nov. 9-11—Annual convention of Automotive Trade Association of Virginia, John Marshall Hotel, Richmond, Va.
- Nov. 18-19—Annual convention of Oklahoma Automobile Dealers Association, Mayo Hotel, Tulsa, Okla.
- Dec. 8, 9, 10 and 11, 1954—Biennial Automotive Service Industries Show, Navy Pier, Chicago.

Willys Aids Uranium Hunt

A "divining rod" for finding uranium deposits, said to be more reliable than a Geiger counter, has been given added usefulness and mobility by mounting it on a Willys station wagon. Part of the device is attached to a boom that can lower a probe into earth crevices or over cliff edges.

Ford Promotes Hoot Of Kansas City

WALTER A. Hoot, former Southwestern regional car sales manager for Ford Division at Kansas City, has been named new- and used-car merchandising supervisor in the general sales office at Detroit.

Joining Ford as a district representative at Houston in 1946, Hoot became Southwestern regional used-car and truck department manager in 1949 and was named to head car sales for the region in 1951.

William H. Dunstan, III, has succeeded Hoot in Kansas City. He was promoted from regional business management manager. He has been succeeded in this position by J. W. Newton.

Missourians Honor Armacost

A dinner honoring Robert S. Armacost of Kansas City on his election to the presidency of the National Automobile Dealers Association was sponsored by the Missouri Automobile Dealers' Association at the Hotel Muehlebach, Kansas City, March 12.

Baker Named at Jackson

Johnny Baker has been elected president of the Jackson (Miss.) Used Car Dealers Association, succeeding John H. Hunter. Stan McKinnon was named vice-president and Ed Bridges was chosen secretary-treasurer of the group.

The interest this crowd is showing in shiny 1953 models indicates how successful an automobile show sponsored by a local association can be in a city of 40,000. This shot was made during the show put on by 12 dealers at Bristol, Va.-Tenn. Several thousand attended the two-day exhibition of new models. H. I. Goode, Dodge-Plymouth dealer and president of the association, said all the dealers were enthusiastic over the response and hoped to have another show next year.



SOUTHERN AUTOMOTIVE JOURNAL for March, 1953



Officers of the National Automobile Dealers Association for the coming year are (l. to r.): First row, Charles C. Freed, Salt Lake City, Utah, first vice-president, and President Robert S. Armacost, Kansas City, Mo.; second row, J. M. Sanders, Washington, D. C., treasurer, and James A. Ayers, Chattanooga, Tenn., who was elected secretary.

Rumors of Possible Credit Controls Bring Strong Expression from NADA

ANY regulation of consumer credit "tampers seriously with the productive powers of this great country," J. Saxton Lloyd, retiring president, told the convention of the National Automobile Dealers

Association at San Francisco, Calif., Feb. 14-18.

Expressing great concern over the rumored possibilities of a reimposition of Regulation W, the Daytona Beach, Fla., Buick dealer said that any regulation which would cut down "units sold" will make prices go up.

If any effort is made to revive Regulation W, dealers will call on their representatives to defeat this legislation, he said. Cars are essential and have been the major element in developing the mobility that has made this country, he pointed out.

There are some people who do not believe in direct controls, yet who think necessary controls, if any, can be handled through credit control, including consumer credit, Lloyd said. Control should be at the source, he stated.

In one of the resolutions adopted by the convention, dealers were urged "to take all steps possible to eliminate highway tax diversion practices and actively support and promote in their respective states the program to provide adequate" (Continued on page 206B)



Southern JOBBERS AND FACTORY MEN



CAJUN AT WORK

By Baron Creager
Southwestern Editor

THE occasion will be forever remembered by Harold J. Delhommer, who owns the jobbing house called Harold, Inc., in Lafayette, La.

A customer phoned to inquire if Harold could get some parts for a motor of a brand not among Harold's lines. The order involved only brushes and minor items, as Harold remembers it now, probably a transaction not in excess of two dollars.

But the parts were ordered and installed, and what happened? Why, this customer then threw so much more business Harold's way that it opened his brown eyes wide to the neglected possibility of building volume through service, regardless of who sold the merchandise. So now on the letter head of Harold, Inc., there is a slogan, identifying this institution as "The Friendly House of Service." This slogan fixes a policy, from which there is no deviation, and it has paid off.

"In this particular case," Harold recalls, "the order was so small it did not interest the house that sold the motor.

"That type of thinking constituted what I sized up as a general attitude in the jobbing business in this territory and it was responsible for my start in my own business. I thought I saw a demand for a jobbing house in this area that would take care of customer needs for tool and other repairs.

"As I remember, most jobbers would order only parts for tools or equipment sold by them. And unless the order was somewhat substantial, they weren't very enthusiastic.

"That condition started me in business and today we will have repaired or sent to a factory, any tool or any other item whether sold by us or not. We will order anything for any customer, whether for a dime or ten dollars.

"I have ordered many, many items for repairs on equipment

that I had never sold nor expected to sell at any time—equipment other jobbers had sold but did not service.

"There are a great many items we can and do service in our shop—lubrication guns, jacks, electrical equipment, drills, bench grinders, paint guns, car washers and so on. But if we don't think we can do a type of job we will be proud to deliver to the customer, we send the item to the right factory."

This service policy is one thing that keeps this Cajun, Delhommer, so continuously hard at work. There are at least two other influential circumstances. One is that he seems to be so full of energy that he must fidget to release some. The other is competition. On a train going to Atlantic City, Harold fell to counting his competitors.

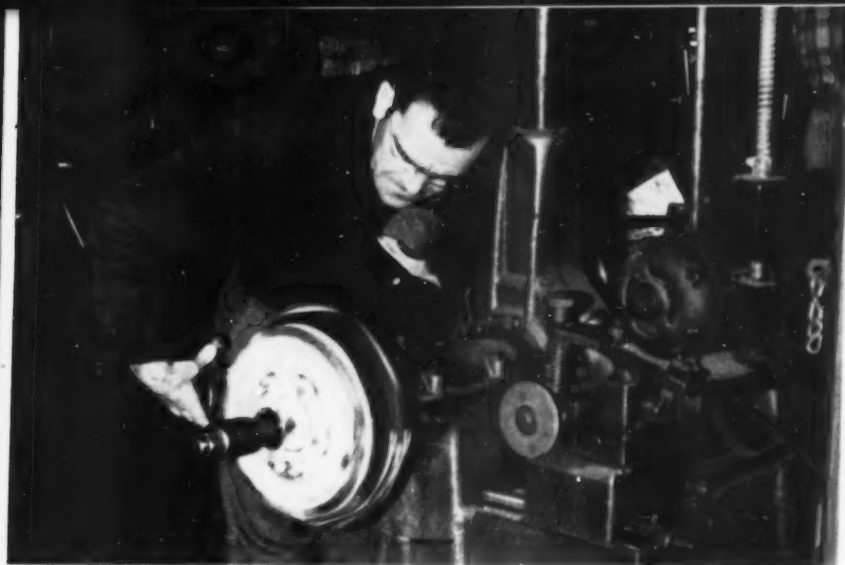
His non-metropolitan territory includes all or part of eight parishes and extends about 40 miles in all directions. Within that territory, 26 other jobbing houses are located. Fourteen or more jobbers from outside the territory are also at work there. So in addition to Harold and his men, 40 other jobbers are making calls on practically all the accounts available.

Mass competition of this type is perhaps discouraging at times to some of Harold's men, but not to Harold.

"I occasionally go out and do

Harold Delhommer (in black shirt) has learned a lot from one experience with a customer.





The owner of Harold, Inc., still likes to work in the shop.

some selling so that I don't get too rusty on the job," he explains, "and to build up the morale of my men.

"What do I do to meet this competition? Well, I think the best thing a jobber in such circumstances can do is have good men working for him and then plug, plug and plug instead of complain and gripe. I believe if jobbers would work harder it would not be necessary for them to cut prices to get sales."

Cajun at work includes the shop, too, where Harold can still take over any machine in the place. He does so often of necessity, reverting to mechanic when there is an overload of orders. If it isn't necessary, he sometimes does it anyhow because the shop was where he started.

He graduated from a New Orleans trade school, but was at work for a Crescent City jobber before getting his diploma. Still a machinist, he moved over to Lafayette in 1929, where he became counterman, shipping clerk, assistant buyer and outside salesman in turn. In 1942 he began a period of war service, as instructor in Southwestern Louisiana Institute. It was not until 1945 that he began in earnest to prepare to launch his own business, doors of which did not open until January 2, 1946.

Having come up in the business from the shop, Harold believes:

"A machine shop is absolutely essential to a jobbing business because, if for no other reason, there are so many small concerns, at least in our territory, that are unable to equip their shops with ex-

pensive machinery necessary to perform many jobs on motor vehicles.

"A machine shop is essential to this business to better equip a jobber to deliver the service a manufacturer has a right to expect in distribution of his product. With a shop, you need not be forced to tell a customer you would like to help him, but don't have the facilities. If that were the attitude of car manufacturers, how long would they be in business?"

Harold is 100 per cent Cajun,

which is Arcadian French. In Louisiana, Arcadian was contorted into Cajun simply because it is easier to say Cajun than Arcadian.

By the time this is read, it is possible that Harold Delhomme will be a proud grandfather. And although the third generation may be brunet and as energetic as Grandpa, as far as Harold's branch of the family is concerned the pure Cajun strain has run out. For Harold, Jr., is fair and blue-eyed.

Counts Takes Salesmen On Bermuda Cruise

COUNTS Automotive Supply Co., which has stores at Bluefield, Logan and Welch, W. Va., came up with a new wrinkle for its 1953 sales meeting — a cruise to Bermuda and the Bahamas.

Cruises as a sales promotion device have been used for many years by companies operating on a national level, but few, if any, wholesalers have attempted such a trip, Counts officials said.

Clarence Harry, recently promoted to the general managership of the firm, was in charge of the group. During the sales meeting aboard the ship, Fred Akers, Bluefield salesman, received an award for exceeding his 1952 sales quota by the greatest margin.

Twelve officials, salesmen and their wives made the week-long cruise, sailing from New York.

Shown aboard the Queen of Bermuda at the annual sales meeting of Counts Automotive Supply Co., Bluefield, W. Va., are (l. to r.): Fred Akers, salesman; Ralph Humphreys, manager; Bernard Webb, manager of the Logan, W. Va., operation; Bill Dudley, salesman at the Welch, W. Va., branch; Robert Coleman, manager at Welch, and Clarence Harry, general manager. The entire party included 12 people.





Customers and friends of Genuine Parts Co., Atlanta, turned out for the "kick-off" party for the annual "Off to the Races" contest, in which 21 winners will be given a free trip to the Indianapolis "500." A showing of the Perfect Circle film, "The Fabulous 500," highlighted the party last month. Jack Bryan,

assistant chief engineer, told the group about chrome piston rings. Left-hand photo shows Genuine Parts officers who participated in the show. They are (l. to r.): D. R. "Mac" McCleary, editor of *Paris Pups*; Carlyle Fraser, chairman of the board; R. L. Turner, president and Holton Parris, the general manager.

Walker Company Adds To Southern Force

SEVERAL additions to the sales organization of Walker Manufacturing Company of Wisconsin have been announced by John Engels, vice-president.

Roy Oakes, Montgomery, Ala., has been appointed sales representative in that area. John Hawthorth, Okmulgee, Okla., will represent the line in Oklahoma.

Vincent Ferguson has been added to cover the St. Louis area and George Matteson, Jr., is covering the Kansas City section, replacing Frank Froh, who has been promoted to assistant to Forrest Wells, manager of the Central district.

V. J. Stearns has been transferred from Kansas City to Omaha, Neb.

South Gate Changes Name

The name of South Gate Brake Specialties Co., Los Angeles, Calif., has been changed to SG Specialties Co. The firm makes Rocket hydraulic brake boosters and other items.

Lee Appoints Algood

Algood Warehouse, Bayonne, N. J., has been named warehousing agent for eastern shipments of Automotive Equipment Manufacturing Co., Lynwood, Calif., manufacturer of Lee end lifts.

Arl J. Dillman Dies At Caruthersville

ARL J. DILLMAN, 80, founder of Arl J. Dillman & Son, Inc., Caruthersville, Mo., died last month. Dillman had been retired for ten years. His son, L. Wyman Dillman, is president of the firm.

Dillman established his wholesale business in 1919. For five years before that time he had been a Chevrolet dealer.

Brown Joins AWOT Staff

Gus Brown, Jr., of Luling, Texas, former member of the Texas House of Representatives, has been named field representative for the Automotive Wholesalers of Texas. He will handle member contacts and other field work from Austin headquarters.

Gower Heads Franklin Firm

Earl E. Gower has been named manager of the Franklin, Va., branch of Chesapeake Auto Supply Co., Inc., Norfolk, Va., according to President Edward J. Brickhouse.

Isenberg Named for South

William A. Isenberg, former manager of the South Central region for Bowers Battery & Spark Plug Co., has had his territory extended to include the entire South.

Tourne and Stucker Buy Hobbs Firm

AUTO Parts Co., Hobbs, N. M., has been sold to Paul Tourne, Sr., and Daniel M. Stucker by Pound Brothers of Albuquerque, N. M.

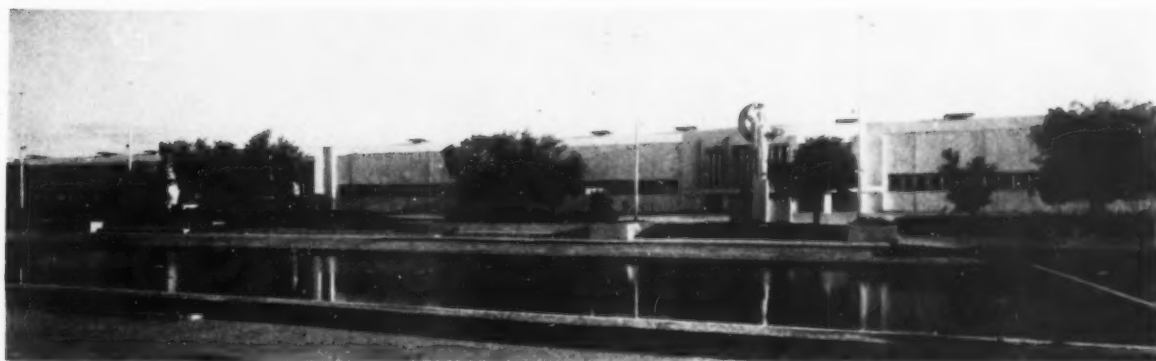
Tourne was formerly owner of Tourne's Auto Parts, Bay St. Louis, Miss., and Stucker was owner of Amory Auto Parts, Amory, Miss. Both are now living at Hobbs.

Personnel of the firm includes: Ike Stovall, counterman; Bob Shoemaker, outside salesman; George Gilbert, bookkeeper; L. B. Tippey, shop foreman, and Sam Miller, mechanic.

D & N Enlarges Staff

Three employees have been added to the staff of D & N Auto Parts Co., Inc., Greenwood, Miss. President Louis Post reported. Miss Velma Marlow is handling office customers control, Mrs. Dot Post is now posting machine operator and Joe Carpenter is farm-trade salesman.

The chest of P. J. "Pete" Sawyer of East Alabama Auto Parts, Anniston, Ala., is poking out again. Their daughter, who lives in New York, has presented the Sawyers with their fourth grandchild. "Pete" is president of the Automotive Wholesalers Association of Alabama.



Thousands of wholesalers from the Southwest will see the exhibits in this building March 26-29.

Southwest Show Opens March 26

MINUS the customary and expensive-for-all kick-off banquet and with a negative emphasis on entertainment involving alcohol, the Eleventh Annual Southwest Automotive Show opens this month in Dallas, March 26 and 29, after some new and as yet uncertified experiments in show promotion.

It is possibly the last time that the Southwest Show can describe itself as "annual," since sentiment in the region is largely in favor of such an exhibition only in off years, alternating with the A.S.I.S.

Furthermore, two years hence may see the Southwest Show under control and direction of the Automotive Wholesalers of Texas, since the wholesalers resolved in their convention last September to assume the management, combine it in Austin with offices of the wholesale organization and the

By Baron Creager
Southwestern Editor

Texas Highway Safety Council and sell show sponsorship along with membership in the other two organizations as one package. It was an idea advanced by the new president, Alden Davis of Austin, and embraced by the convention.

This year's show will appear for the third time in Dallas since the war and for the second time in the Automobile Building at Fair Park, a structure ideally suited for such events.

It provides 60,000 square feet of floor space, free of obstructing columns. Here 496 standard, 10 by 10 booths have been sold and assigned to 275 exhibitors, and there are an equal number of jobber sponsors. However, these 275 sponsors actually represent 525

outlets, with 300 main stores and 225 branches.

Departure in show promotion is represented principally in an idea evolved early in preparation for this show. This idea called for supplying exhibiting manufacturers with lists of names of jobber countermen and salesmen who will attend the show. A list of these names was then to be supplied to each manufacturer exhibiting for use in his own promotion.

Compiling of such lists started last autumn and by late January 1,600 such names had been accumulated. Lists were sent to exhibiting manufacturers who asked for them and, subsequently, the show addressed all other exhibitors, calling attention to existence of the list and urging its use. As additional names arrived they were also mailed.

(Continued on page 178)

Officers of the 1953 Southwest Automotive Show include (l. to r.): T. C. "Buddy" Garrett, Dallas, president; H. C. Westbrook, Texarkana, first vice-president;

T. H. Everett, Dallas, second vice-president, and John Harvey, Dallas, treasurer. There are ten directors. Dean Johnson is the veteran manager of the show.



SERVICE AND MAINTENANCE



Servicing BRAKES

By E. M. Lowery
Technical Editor

WE'VE seen so many brake jobs "bounce" or "go sour" that we kinda thought we should brush up a little on brake fundamentals.

Maybe it isn't all our fault. Naturally we want the "bus" to give them economical transportation, so we try to do the job as cheaply as possible. But, brother, when you start cutting corners on a brake job, you're headed for trouble. Do it all, or advise them to keep it parked in the garage with a scotch block fore and aft.

If we just keep in mind a few simple rules, we'll find it easy to fix the hydraulic brake system and have it stay fixed.

First, we must keep the hydraulic system thoroughly clean.

Second, we must keep it free from air and completely sealed.

Most brake troubles are caused by one or more of the above conditions. So if you don't want the job to "bounce," see that the entire system is clean and tight before you let go of it. It's the surest way to build a reputation



Fig. 1—Don't let one like this get by. Recondition the cylinder.

for servicing brakes so they are right and stay that way. The little extra time and effort it takes to be sure will save you embarrassment and the expense of making good on a job that "bounced."

How does the hydraulic system work?

Hydraulic operation is based on the principle that a liquid cannot be compressed. Thus pressure applied to a liquid will be transmitted equally in all directions. That is exactly what happens in the hydraulic brake system.

Pushing the brake pedal pushes fluid out through the lines to the wheels. Moving a column of liquid is something like pushing a steel rod, except that liquid can bend around corners, won't wear out and doesn't need adjustment.

No effort is lost in compressing the fluid, so the same pressure applied at the master cylinder is delivered at each wheel cylinder. That's what pushes the pistons out and moves the brake shoes against

April: Vacuum-Type Wipers

April is supposed to bring its showers and with it will come a boom, possibly, in windshield-wiper jobs. Next month Technical Editor Lowery will cover servicing the vacuum wipers.

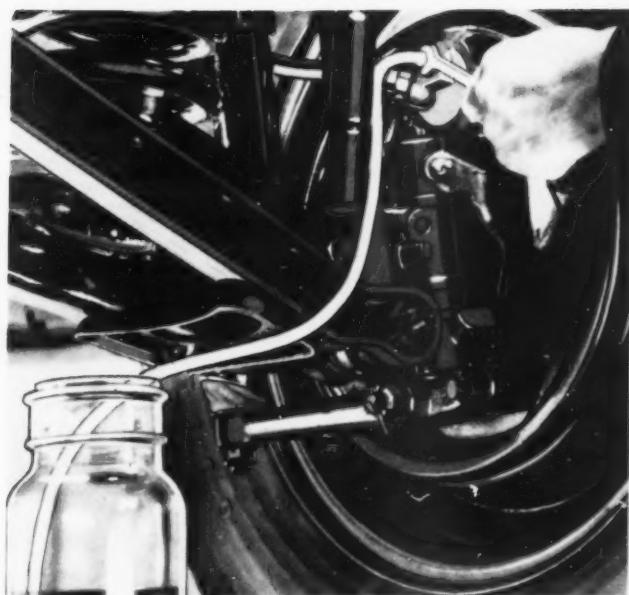


Fig. 2—A bleeding kit saves time in clean up. When no bubbles come out of hose, the system is free of air.



Fig. 3—Dirt won't go when refilling the system. Clean up before removing master cylinder plug.

the drums. Because the fluid pushes with the same force in every direction, the pressure is automatically equal at each wheel cylinder.

For example, 50 lbs. per square inch at the master cylinder puts 50 lbs. per square inch at each wheel cylinder piston. If there are eight wheel cylinder pistons, that means eight times 50, or 400 lbs. of braking effort.

Boiled down to essentials, here is what happens when the driver steps on the brake pedal:

The fluid pushed out of the master cylinder pushed the fluid in the lines out ahead of it, forcing it against the pistons in each wheel cylinder. When the pistons are moved out, the lining on the brake shoes contacts the drums. When the driver takes his foot off the pedal, the pressure and movement in the system is reversed. The brake shoe return springs pull the brake shoes away from the drums, moving the pistons back with them. That forces the liquid back along the lines into the master cylinder.

This operation goes along fine unless dirt, air and/or water get into the system. Then things begin to happen.

Dirt is harmful because it can easily score the rubber piston cups, or get under the lip of the cups (Fig. 1). When this happens, cups can no longer form a tight seal against the cylinder walls and

fluid leaks past, causing loss of pressure and fluid and usually ruining the brake lining.

Leaks may be internal, such as in the master cylinder, or external, as in the wheel cylinder cups. If dirt gets stuck in the master cylinder port, fluid cannot return from the lines to the master reservoir and the brakes will lock.

How can dirt get into the system?

- A. Dirt on replacement parts.
- B. An improperly installed master or wheel cylinder boot.
- C. Handling of brake fluid in dirty containers.
- D. Failure to thoroughly clean dirt from the filler plug and the

surrounding area before removing the plug from the master cylinder. (This is the most common cause.)

What about air in the system?

Remember, we said liquids are non-compressible. That's why we don't want air to get into the brake fluid, because air is compressible. Up to a given point, air absorbs pressure like a spring. So when it is mixed with brake fluid, most of the driver's effort goes to waste in compressing air bubbles and less pressure (if any) reaches the wheel cylinders.

Air in the system is difficult to locate and can only be removed by thoroughly "bleeding" the entire system (Fig. 2). And remember, whenever you open the system at any point, air is likely to enter.

The system must be sealed against water. Moisture causes rust or corrosion of metal parts. Accumulation of rust may cause the restriction of flow of liquid, or it may cause leaks by causing the rubber cups to ride over it.

Small amounts of rust can be removed by hand with crocus cloth, but larger amounts may require honing or even the replacement of the cylinder.

Just as bad as dirt, air and water is the mixing of different brands of brake fluid. Even small quantities of the wrong kind of fluid can do serious damage. Some fluids may have a low boiling point. If so, air bubbles will form in the system. It may also cause

Technical Editor Lowery





Fig. 4—To insure a "good pedal," true up the lining so as to have proper lining-to-drum contact.

swelling and sticking of the rubber parts, or it may cause gummy deposits which will prevent all moving parts from functioning normally.

Let's trouble-shoot the hydraulic system:

One of the most common complaints is the pedal going all the way down. If the pedal goes all the way to the floor without giving any braking, and won't build up pressure by pumping several times, the most likely cause is the loss of fluid. A quick look into the master cylinder should give the answer on this one. (But remember, clean up before you open up.) (Fig. 3.)

If the fluid level is down, fill up the reservoir. Then locate and correct the cause of the leak. Should you find enough fluid in the master cylinder reservoir, there are two things that could be wrong. Somebody may have "messed" up the push rod setting, and the piston in the master cylinder won't be pushed all the way forward so the pedal may reach the floor before any pressure is built up.

The other cause may be leakage past the piston in the master cylinder. This condition requires

reconditioning of the master cylinder.

Next on the complaint list is the spongy pedal.

As stated before, this condition is caused by air getting into the system, either through leaks or an inferior brake fluid which has a very low boiling point. Find the cause, correct and thoroughly bleed the system.

Brakes lock up:

If the brakes refuse to let go after the pedal has been released, you can be pretty sure the relief port in the master cylinder isn't working. We know this port is very small and it doesn't take a very large piece of dirt to plug it up.

Opening it up, in this case, is easy. Force a small piece of wire through the port.

The relief port can also be blocked off if the master cylinder piston doesn't return all the way. This can be caused by dirt or rust in the end of the master cylinder. A thorough cleaning of the cylinder will make sure that the piston can go back far enough for the primary cup to clear relief port.

Another thing that can keep the piston from returning far enough for the cup to go past the relief

port is a faulty push rod adjustment.

Suppose they grab:

When hydraulic brakes are correctly adjusted, but one wheel takes hold before the others, you can be pretty sure there is a leak at the brake cylinder or grease seal, and the fluid or grease has soaked into the lining. This causes a change in its friction characteristics, so it grabs. When this happens, the lining must be replaced, and the cause of the leak corrected. (Be careful—Better reline the opposite wheel at the same time, otherwise the job is a sure bet to "bounce.")

Reconditioning

Master cylinder:

To recondition the master cylinder, we open it up. After all the parts are removed, it is easy to see the condition of the cylinder walls. Cleaning the walls can be done with crocus cloth or a hone. (Don't go over .004" to .005" over-size.) Clean with alcohol and flush with new brake fluid.

Clean all parts and flush them with clean brake fluid.

Wheel cylinders:

Cylinders that have light scratches or scores, or show signs of corrosion, can be cleaned up with crocus cloth or a hone, provided the diameter is not increased more than .004" to .005". Otherwise you should use a new cylinder.

After reconditioning, clean thoroughly in alcohol, remove alcohol with air hose and flush cylinder with new brake fluid.

Pistons:

Should pistons be scored or show signs of corrosion, they should be replaced with new ones. If there is doubt, use new one.

Cups:

Always use new cups when reconditioning the system.

Master cylinder valve:

Carefully check the rubber portion of the valve removed from the master cylinder. If it is cracked or swollen, it won't seal as it should. Again, if in doubt, use a new one.

Lines:

Be careful not to damage the brake lines while working on the cylinders. Damaged metal lines or flexible brake hose should be replaced with new ones. With the newly-overhauled system, the increased pressure may cause the defective line or hose to "give way" and again the job will "bounce" (Fig. 4).

The Factories Recommend---

Correcting Car Surge On 1953 Plymouth

THE following item was contained in a recent issue of *Plymouth Product Information News*:

Under certain operating conditions an alternating car surge followed by a momentary hesitation may sometimes be noticed when the car is lightly accelerated between 20 and 50 miles per hour. If the engine is properly tuned, this condition usually can be corrected by installing a richer main metering jet and a slightly leaner step-up jet in the carburetor.

Change the main jet to MoPar part No. 1316033. This is a Carter part (Carter No. 224-15S) and may be identified by the number 287 stamped on the face of the jet.

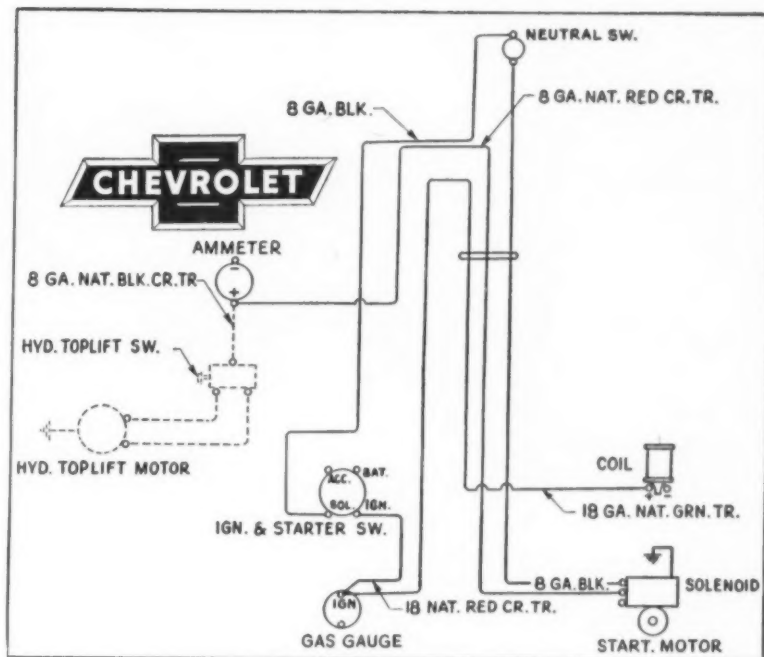
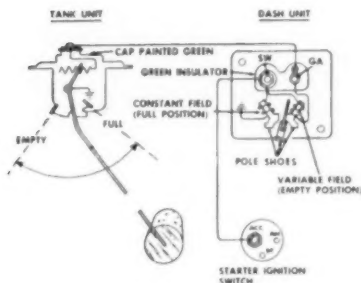
Replace the step-up jet with a Carter jet, MoPar No. 675752 (Carter No. 149-50S).

Reverse-Action Fuel Gauge On Some Plymouths

A RECENT issue of *Plymouth Product Information News* stated:

The fuel tank used on P-24 Suburban and Savoy model Plymouths has a different shape than tanks used on other models. In order to compensate for this different shape and to give more accurate readings, all P-24 Suburbans are equipped with a new fuel gauge dash unit and tank unit.

On Suburban models, the tank coil resistance is reversed with a corresponding change in the dash unit coils. When the tank is empty and the float arm is down, the tank unit resistance is low. When the tank is full and the



Starting circuit and top-lifting circuit for 1953 Chevrolets with Powerglide. Top-lifting circuit for convertibles shown in dotted lines. (For the usual wiring diagram published by SAJ, now turn to page 106.)

float arm is up, the tank unit resistance is high.

Current through the constant field winding pulls the needle toward the "Full" position. Current through the variable field winding pulls the needle toward the "Empty" position.

P-24 Suburban tank units may be identified by the long float arm and its green painted cap. Suburban dash units are marked with a green painted terminal insulator on the back of the gauge. Also, the female terminal on the reverse action instrument gauge is behind the letter "E". On standard gauges the female terminal is found behind the letter "F".

The correct MoPar part number of the fuel gauge dash unit is 1527023. The tank unit is MoPar part number 1440351.

Trouble-shooting:

Service conditions found with the reverse action gauge will give opposite indications from those described in the Master Techni-

cians Service Reference Book, Vol. 3, No. 7. A continuous "Empty" reading might mean that the tank unit wire is grounded somewhere along its length. In addition, it may mean that there is an open winding in the constant field coil.

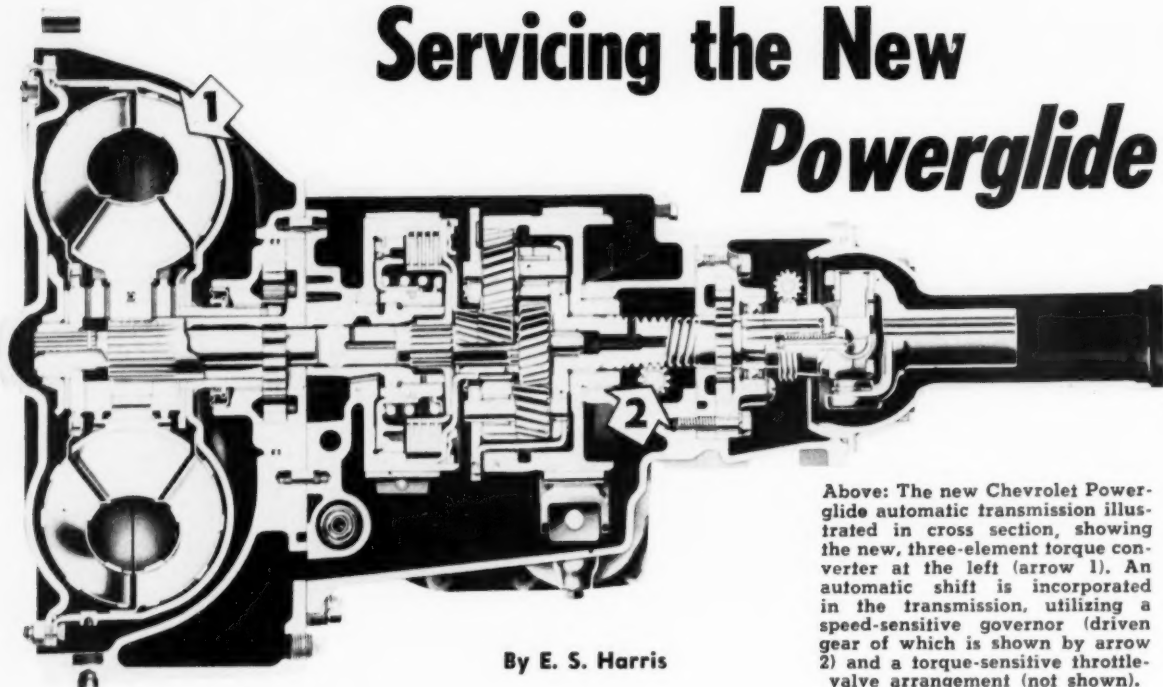
A continuous "Full" reading usually means an open circuit in the tank unit or the wire from the dash unit to the tank unit.

An improperly shaped tank float rod can also give an incorrect reading.

When checking the tank unit with a No. 51 bulb and a six-volt battery, the float in the empty position would cause the bulb to burn brightly. When the float is raised, the light should steadily dim until it will barely glow.

Important: When trouble-shooting the fuel gauge with a spare tank unit known to be good, be sure to use a Suburban tank gauge. If the Suburban gauge is not used the dash unit will read "Empty" with the float arm up and "Full" with the float arm down.

Servicing the New Powerglide



By E. S. Harris

Above: The new Chevrolet Powerglide automatic transmission illustrated in cross section, showing the new, three-element torque converter at the left (arrow 1). An automatic shift is incorporated in the transmission, utilizing a speed-sensitive governor (driven gear of which is shown by arrow 2) and a torque-sensitive throttle-valve arrangement (not shown).

MECHANICS who are familiar with the service operations on the 1950-52 Powerglide transmission will find that the new 1953 transmission with automatic shift requires old dogs' learning a few new tricks and will require 11 new special tools in addition to some of the tool group used in the older-type drive.

Capacity of the new transmission has been increased to 11 quarts. When draining and refilling, ten

quarts is used. Initial fill still remains at three quarts, followed by addition of seven quarts after engine is started and idled with selector lever in the "N" position.

Service adjustments remain the same for the linkage and safety switch. But with the addition of the low-drive valve body in the transmission, an additional throttle valve linkage adjustment is required to maintain correct relationship between the accelerator pedal, carburetor and the throttle valve in the low-drive valve body.

The transmission throttle valve is connected through linkage to the carburetor and the accelerator pedal. Throttle valve pressure is, therefore, variable and dependent on carburetor and throttle pedal opening. Adjustment of the linkage is accomplished as follows:

1.—Control lever in "D" range,

hand brake set, adjust engine idle to 425 rpm with engine at normal temp and transmission warm. (Automatic choke completely off and throttle stop screw against low step on fast idle cam.)

2.—Disconnect rod "A" from transmission throttle lever "D".

3.—Remove lower right side cover bolt and with clamp "C" held back lightly against stop in transmission, measure distance between hole in side cover and hole in throttle lever with throttle lever positioning gauge J-5391. If pins of gauge will enter holes, adjustment of lever "D" is correct. If not, loosen lever to clamp attaching bolt and adjust accordingly.

Note: When making adjustment, clamp "C" must be held back against stop.

4.—Connect rod "A" to lever "D".

5.—With idle set as outlined in step 1, and rod "A" forced back lightly against stop in transmission (closed throttle), adjust rod "B" for free entry of swivel pin in throttle lever. Then shorten by making three full turns of upper check nut. Tighten lower check nut securely while holding swivel from turning.

6.—Install 3/16" diameter pin through bell crank and bracket at "E".

7.—With rod "B" against idle stop in carburetor, adjust rod "F" for length required for free entry

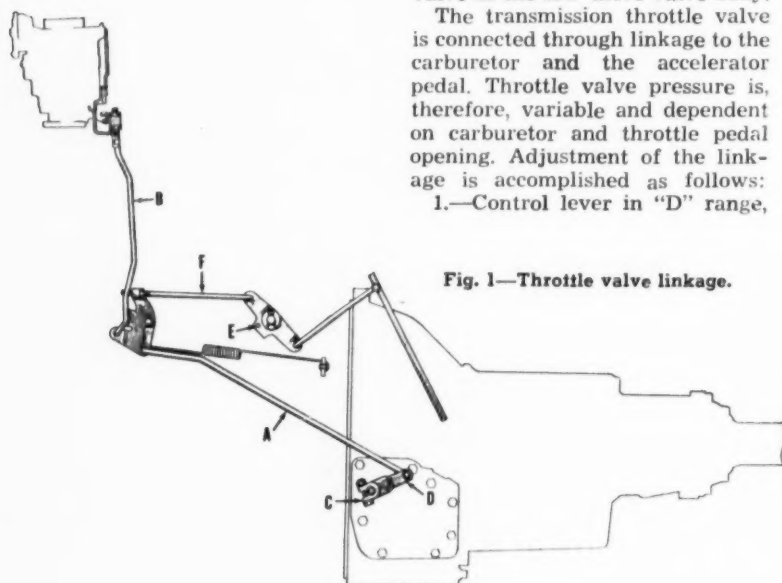


Fig. 1—Throttle valve linkage.

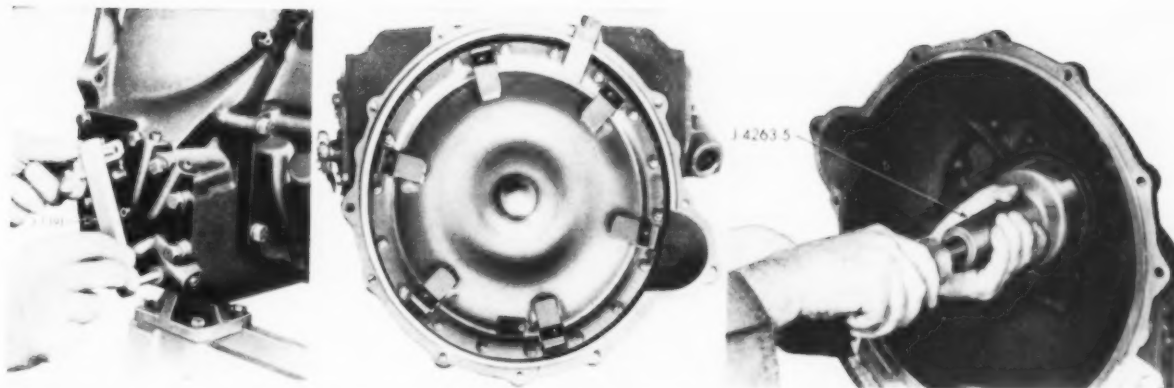


Fig. 2—Use of outer valve lever gauge J-5391. Fig. 3—Converter assembly holding tool. Fig. 4—Removing front oil pump.

of swivel into bell crank. Hold swivel from turning and lock check nut securely.

8.—Remove 3/16" gauge pin.

While the torque-converter portion of the new transmission is of different construction than that in the previous models, the torque multiplication is the same, 2.2 to 1.

The planetary unit and clutch of the transmission are basically the same as in the past, though the clutch piston has been reduced 1/4" in diameter to provide for a smoother downshift. The steel driven plates are now waved and the drive plates have a combination facing of paper and cork.

The new low-drive valve body incorporated in the transmission to provide the automatic shift causes the transmission, when the selector lever is in "D" position, to always start in low range and subsequently shift into high. The mechanism is sensitive to car speed and throttle speed, and the vehicle

starts in low and shifts into high after reaching a certain speed determined by the throttle opening.

If the throttle is opened wider, the transmission will not shift into high until the vehicle reaches a higher speed. With the throttle closed, the upshift will occur at approximately 10 mph. With the throttle depressed almost to the floor (detent touch position), the upshift will occur at approximately 29 mph, and if the accelerator is depressed to the floor (through the detent), the vehicle will reach a speed of approximately 42 mph before upshifting.

If the accelerator pedal is pressed to the floor while cruising at a speed of 37 mph or less, the transmission will downshift from high to low, providing additional torque for rapid acceleration; it will upshift again at 42 mph. When slowing down with the throttle closed the transmission will shift down into low at approximately 9 mph, and if the throttle is depressed al-

most to the floor (detent touch) at any speed under 16 1/2 mph, the transmission will downshift. (Downshifts will occur without pressing accelerator to floor upon deceleration.)

Pushing Car to Start Engine

When necessary to push car to start engine, place control lever in "N" position until car reaches speed of about 16 mph, at which time the turbine is spinning fast enough to turn the primary pump and the rear oil pump has developed sufficient pressure to engage the low band. Then place control lever in "L" position to crank engine. (Speed may have to be raised to 20 mph before shifting to "L" for start if road traction is poor.)

Removal of Transmission

Removal of the new Powerglide assembly is the same as in the earlier models with these two exceptions:

Fig. 5—Setting of throttle valve inner lever adjustment.

Fig. 6—Setting (2) of throttle valve inner lever adjustment.

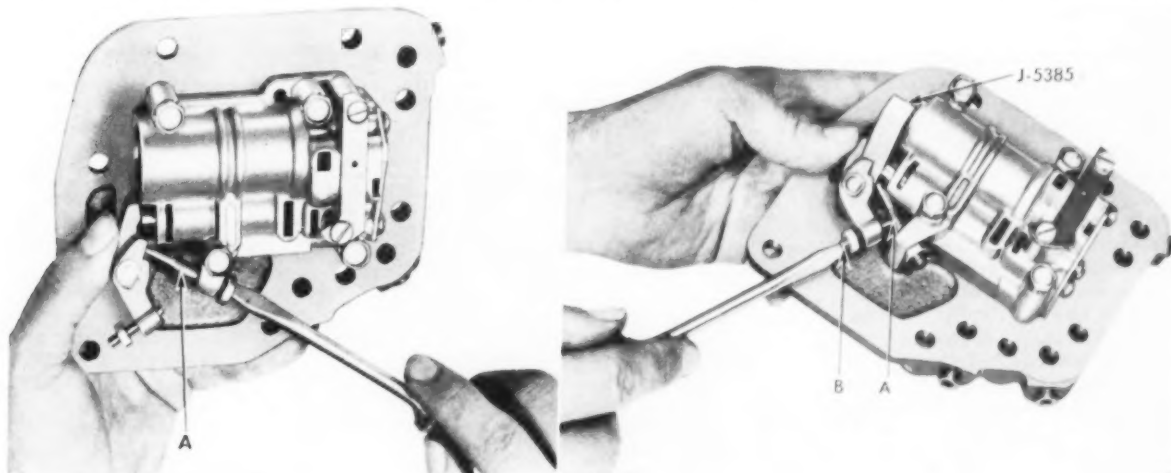




Fig. 7—Checking engagement of converter pump hub with front pump drive gear.

1.—The throttle valve control rod must be disconnected from the throttle valve control outer lever assembly.

2.—The converter assembly is no longer secured to the stator support with a retaining ring; therefore the converter assembly holding tool J-5384 has been developed to keep the assembly from falling out during removal of transmission from vehicle.

Disassembly Tips

Extreme cleanliness must be observed in all work.

1.—With unit in holder fixture, remove converter assembly, right side cover and gasket, and oil pump suction screen in that order.

2.—Remove transmission low and drive valve body assembly and gasket. Note: Don't remove the throttle valve control outer lever assembly at this time, as it retains the throttle valve inner lever assembly to cover.

3.—Remove modulator assembly bolts and locks and modulator assembly and gasket.

4.—When removing servo cover bolts to remove servo cover assembly, remember the reverse servo spring and pressure regulator valve springs and low servo piston spring exert pressure against this cover, so maintain a pressure against it so it won't be broken.

5.—Remove reverse servo spring and pressure regulator valve. Handle latter carefully and lay to one side to prevent damage to it. Then remove low band adjusting screw cover, loosen band adjusting screw lock nut with tool J-4277,

and tighten low band adjusting screw to hold clutch assembly in place. (This screw has $\frac{1}{4}$ " Allen head, so remove screwdriver portion of above tool and use Allen wrench in its place.)

6.—Remove converter housing to transmission case self-locking bolt from inside housing, and then remove transmission to housing attaching bolts and separate parts carefully. Remove valve body to transmission case gasket.

7.—Remove manual valve from valve body and manual lever from the converter housing. Also remove bronze thrust washer from the valve body oil delivery sleeve. Then remove valve body attaching bolts and locks holding body to

converter and front pump to valve body, and carefully remove valve body and gasket.

8.—Install front pump driver tool J-4263-5 and remove pump assembly from converter housing.

9.—Back off low servo adjusting screw and remove input shaft, clutch assembly and low sun gear thrust washer from transmission.

10.—Remove low servo band, strut assembly, low servo piston and piston return spring.

11.—Remove speedometer driven gear, U-joint retainer bolt and slide yoke off shaft.

12.—Remove governor cover to transmission attaching bolts and lift off cover and gasket. To remove governor assembly, allow it to turn in clockwise direction while removing it from bore.

13.—Using tool J-3383, engage parking lock pawl spring and rotate spring to unhook it from case. Remove spring and lock pawl. Then remove parking lock lever and steel washer. Remove parking lock lever shaft assembly and oil seal from case.

14.—Install removing and replacing tool J-938 to planet carrier output shaft and to rear face of transmission case. (This tool was originally used in three-speed synchromesh transmission but should be reworked so it can also be used on the Powerglide.) Turn puller handle clockwise to force the planet output shaft out of rear bearing. Disconnect tool from shaft and case and remove planet carrier through front of case. Remove reverse brake drum.

15.—Using tool J-4277, loosen reverse servo adjusting screw lock

Additional essential tools (aside from those shown on opposite page) for the new Powerglide with automatic shift are (note some numbers skipped as non-transmission items were blanked out of this photograph): (1) Front oil pump seal driver, (2) converter turning tool, (4) converter cover bushing remover, (6) front pump driver body (use with J-4263 pilot), (7) modulator assembly tool, (9) converter cover bushing replacer, (12) stator race installing tool, (13) low and drive valve body snap ring pliers, (14) converter assembly tool, (15) inner lever positioning gauge and (18) outer lever positioning gauge.



nut, back off adjusting screw and remove reverse brake band assembly and reverse servo piston.

16.—Remove rear pump attaching screws and locks and pump assembly and gasket.

17.—Remove lubrication relief valve case.

Space will not permit a full discussion of the operation or full overhaul procedures of the units of the new Powerglide, so we will point out a few of the operations that require special attention or tools or that differ from the earlier model. The full factory instructions should be read before attempting service of these units.

The converter cover bushing is replaceable by part No. 3702078, which doesn't require reaming after replacing. Should the original bushing show signs of wear or damage, it can be removed with remover tool J-5381 and the new one replaced with replacer tool J-5382 in a press.

So that stator will not be replaced in assembly in reverse it is marked with the word "Front" cast in the part and the vanes on the front of the unit are thicker than those at the rear.

The front pump body oil seal is replaceable with driver J-5386 after prying out old seal.

Clearance between front pump body bushing and converter pump hub should be .007" maximum. Clearance between OD of gear and body should be .0025"-.0055". Clearance between internal gear and crescent should be .003"-.009". With scale and feeler gauge check gear end clearance, which should be .0005" to .0015".

Rear pump clearances should be the same as the front.

Low and drive valve body can be held in hand and with soft-faced hammer tap on inner side of side cover until it is free of locating pins. Caution: Exert pressure on the detent valve when separating valve body from cover to prevent loss and damage to parts from falling. A clip can be made to retain the detent valve in its bore during assembly and disassembly to cover. Special snap spring pliers J-5403 are used to remove regulator valve cap retainer.

If during disassembly it is found necessary to install new throttle valve parts, the throttle valve should be readjusted to the two following settings:

1.—Rotate the throttle valve inner lever until it just contacts the face of the detent valve. Hold lever in this position and turn adjusting



These were the essential tools for Powerglide previous to 1953: (1) Front pump driver, (2) torque tube front and rear bushing remover, (3) transmission oil filler tube and funnel, (4) transmission end clearance gauge, (5) servo ring compressor, (6) transmission oil pressure gauge, (7) transmission rear bearing installer, (8) torque tube rear bushing installer, (9) transmission lifting sling, (10) torque front bushing installer, (11) parking lock pawl spring remover and replacer, (12) servo band adjusting wrench, (13) flywheel indexing tool, (14) reverse servo piston apply spring compressor, (15) clutch spring compressor, (16) snap ring pliers, (17) modulator assembly tool, (18) stator race installer, (19) hydraulic valve lifter assembly tool, (20) carburetor float level gauge, (21) front pump seal driver, (22) transmission pilot stud set, (23) transmission rear bearing remover, (24) turbine bushing remover and replacer set, (25) accumulator retaining snap ring pliers, (26) transmission hoist and (27) transmission assembly fixture.

screw until it just contacts flat surface of the step in the lever. Back off one complete turn and lock in this position by tightening lock nut securely.

2.—Place throttle valve inner lever positioning gauge J-5385 between the face of the detent valve and throttle valve inner lever. Hold in this position and turn large adjusting screw until it contacts threaded body of the large adjusting screw, and tighten lock nut securely.

When necessary to open governor, the diameter of the governor weight pins should be measured with a micrometer upon their removal as the same gauge piano

wire should be used when reassembling the governor. Otherwise the calibration of the assembly will be upset.

There is a difference in the low servo piston assembly which is disassembled as follows:

1.—Place low servo piston in bench press. Support the notched end of piston rod on wood block. With tool J-3377, compress piston spring and remove rod retainer. (Caution: This spring is under 150 lbs pressure.)

2.—Remove piston ring from piston and install in low piston bore. Check ring gap, which should be .005"-.010".

(Continued on page 134)

BODY-SHOP OPERATIONS

Trim 'Em and Reap

By E. M. Lowery
Technical Editor

THE body shop which does not have a trim department operated by a skilled trimmer is missing a very good "plus business."

The profit derived from an interior reconditioning will equal, in many instances, that from the "wreck" repair.

When the repairs to the job are such as to require new paint, the contrast between the "new" and the "old" (unless the vehicle is practically new) will make the owner wish that it "looked like that all over."

Having what we call a "half and half" car parked near the shop entrance where it can readily be seen will sell many extra profit items. To make up a "half and half" car, the roughest "job" to be found should be selected — one in dire need of repainting, with dents in fenders and doors,



Repairing or replacing head lining calls for a trimmer's skill.

head lining torn, stained or dirty, other upholstery and interior items in need of repair. When such a car is selected, have the metal man recondition the metal on one half of the car. Have the trimmer recondition the same half of the interior. This should be done in various stages—a section of the upholstery may be "shampooed," a section may be replaced with new material and a door trim panel may be recovered with leatherette or plastic.

The contrast of any of these "treatments" with the other half of

the interior will be so great that either item can be sold with very little effort. Usually showing is all that is required to sell some extra-profit items.

Where does the trimmer "come in?" It requires just as much skill to do first-class work with the interior trim as it does with exterior reconditioning. Most major wreck repairs call for the removing of some and, in many cases, all of the interior trim before the sheet metal can be straightened or repaired. We've seen many headlining renewals charged to the shop because it was damaged during removal and/or replacement by unskilled labor.

There has also been much expensive damage done to various trim sections from sparks or heat from the "torch" because skilled labor wasn't available to remove and replace that particular section.

Shop replacement of such items absorbs all the profit, even in a

April: Soundproofing

The finest of them will "sound off" annoyingly at times. So next month Ed Lowery, who has had to run down many a stray noise in his experience, will cite some pointers to follow.

major wreck repair job. (Don't forget when making a repair estimate to include the removal and replacement of such items.)

In addition to being of great assistance to the body-shop mechanic, the trim department has many items which may be sold at a good profit.

1. Seat covers. (plastic or fiber):

We all like and will pay more for things that are especially made for us. Displaying the samples of the material and assuring that the covers will be tailored to fit the individual job will sell the more expensive set of covers over the ready-made cheaper set.

2. Arm-rest covers:

This is a very popular trim-shop item with the trade—quickly made to fit and inexpensive.

3. Door-trim panel covers:

Color scheming of the interior cannot be complete without these, and they are not only ornamental but also protect the panels from wear and stain.

The Trimmer's Greatest Value

There are various other items which the trim shop may produce that can be classified as extra-profit items. We think, however, that the trimmer's greatest value rests in his ability to remove and install the various sections of upholstery without damage and with that show of "the original." Of these sections none is more difficult than the head lining.

The "good" trimmer realizes the importance of extreme care in removing upholstery so that it will not be torn or soiled. One careless slip in removing a tack or fastener may cause a tear that cannot be repaired without showing. He knows that head-lining bows are of different lengths, and leaves the bows in their respective places.

He knows that if the material is tacked in, the ripping tool should be pointed away from the material so that if a slip occurs no damage will be done to the material. He will also try to prevent breakage of retainer clips or nails. Tearing out trim-panel clips or retainers presents quite a problem when the panel is reinstalled.

The "good" trimmer further knows that all upholstery, when removed, should be stored in a clean, dry place and not piled in with the various metal parts. He knows that the secret of re-installing old upholstery is to replace it

(Continued on page 125)




Top: Dressing up the interior. This trim panel and arm rest will be recovered with plastic or leatherette.

Above: Cutting material for the tailored-to-fit seat cover.

TIME
Studebaker Models Have European Look
Fortune
Studebaker Introduces New Style
Quick
LIFE
JOURNALS
Tribune
RNL
PRESS
POPULAR MECHANICS
Style Is Big Studebaker Feature in '53s
Studebakers Reflect European Styling
"STUDE" DOES IT AGAIN
NEW 1953 MODELS CARRY RADICAL DESIGN CHANGES.
Longer and Lower, They Give an Overall British Jaguar Effect—Some Under 81 Inches High.
CITY TIMES
For a sports car era, a long, low whistle-stopper.

al The Birmin
Unbelievably Different
Studebaker Unveils 1953 Models Today
Studebaker Leaps Forward With Style Setter for 1953
THE DAY
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It's the red hot
new-car news story
of the year

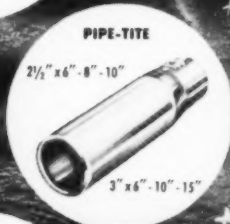


NEW 1953 STUDEBAKER

*The new American car with
the European look!*

POPULAR SCIENCE
New 1953 Studebaker Has European Styling
RIZONA REP
Automotive News
Studebaker Goes European With 1953 Continental Model
Chicago Preview
'53 Studebaker Hits New Note in Design
Continental Contours in New Studebakers
VOGUE

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1953 PASSENGER-CAR SPECIFICATIONS

MAKE AND MODEL	Std. Wheelbase	No. Cylinders and Valve Arrangement	Bore and Stroke	ENGINE										WHEEL ALIGNMENT			BRAKES	
				Taxable H. P.	Max. Rated H. P. at R. P. M.	Camshaft Drive	Main Bearings	Crankcase Cap. (Qts.)	Air Cleaner	Oil Filter	Vibra. Damper	Cooling System (No Heater) (Qts.)	Caster (Degrees)	Camber (Degrees)	Toe-In (In.)	Service	Parking	
ALLSTATE 4 Cyl.	100	4L	3 1/8 x 4 3/8	15.63	68@4000	G	3	4	Y	X	N	10.8	±1°-0° Prf.	1/4 to 1° P	3/8 to 1/4	H	RW	
ALLSTATE 6 Cyl.	100	6L	3 3/8 x 3 1/2	23.4	80@3800	G	4	5	Y	X	N	10.5	±1°-0° Prf.	1/4 to 1° P	3/8 to 1/4	H	RW	
BUICK Special 40	125 1/2	8I	3 1/8 x 4 1/4	32.51	125@3800	Ch	5	5 1/2	OB	Y	Y	12 1/2	-1/2 to 3/4°	-5/8 to 3/8° P	3/8 to 1/4	H	RW	
BUICK Super 50	125 1/2	V8I	4 x 3 1/2	51.2	164@4000	Ch	5	6	OB	Y	N	16 1/2	-1/2 to 3/4°	-5/8 to 3/8° P	3/8 to 1/4	H	RW	
BUICK Roadmaster 70	125 1/2	V8I	4 x 3 1/2	51.2	188@4000	Ch	5	6	OB	Y	N	18	-1/2 to 3/4°	-5/8 to 3/8° P	3/8 to 1/4	H	RW	
CADILLAC	126 1/2	V8I	3 3/8 x 3 3/4	46.5	210@4150	Ch	5	5	OB	X	Y	19 3/4	±1 1/2°	±3/8°	1/8 to 1/4	H	RW	
CHEVROLET Conventional	115	6I	3 3/8 x 3 3/8	30.4	104@3600	G	4	5	OB	N	Y	15	0 to 1°	0 to 1°	0 to 1/4	H	RW	
CHEVROLET Powerglide	115	6I	3 3/8 x 3 3/8	30.4	115@3600	G	4	5	OB	N	Y	15	0 to 1°	0 to 1°	0 to 1/4	H	RW	
CHRYSLER Wind. & DeLuxe	125 1/2	6L	3 3/8 x 4 1/4	28.36	119@3600	Ch	4	5	OB	Y	Y	15	1 to 3°-2° Prf.	±3/8°	0 to 1/4	H	Ps	
CHRYSLER N. Y. & Special	125 1/2	V8I	3 1/8 x 3 3/8	46.51	180@4000	Ch	5	5	OB	Y	Y	25	1 to 3°-2° Prf.	±3/8°	0 to 1/4	H	Ps	
CHRYSLER Custom Imperial	132 1/2	V8I	3 1/8 x 3 3/8	46.51	180@4000	Ch	5	5	OB	Y	Y	25	1 to 3°-2° Prf.	±3/8°	0 to 1/4	H	Ps	
CHRYSLER Crown Imperial	145 1/2	V8I	3 1/8 x 3 3/8	46.51	180@4000	Ch	5	5	OB	Y	Y	25	1 to 3°-2° Prf.	±3/8°	0 to 1/4	H	Ps	
DeSOTO Powermaster	125 1/2	6L	3 3/8 x 4 1/4	28.36	116@3600	Ch	4	5	OB	Y	Y	15	1 to 3°-2° Prf.	±3/8°	0 to 1/4	H	Ps	
DeSOTO Fire Dome	125 1/2	V8I	3 3/8 x 3 3/8	42.05	160@4400	Ch	5	5	OB	Y	Y	22	1 to 3°-2° Prf.	±3/8°	0 to 1/4	H	Ps	
DODGE Meadow D46	119	6L	3 1/4 x 4 1/4	25.35	103@3600	Ch	4	5	OB	Y	Y	14	±1°	±3/8°	0 to 1/4	H	Ps	
DODGE Meadow D47	114	6L	3 1/4 x 4 1/4	25.35	103@3600	Ch	4	5	OB	Y	Y	14	±1°	±3/8°	0 to 1/4	H	Ps	
DODGE Coronet D44	119	V8I	3 1/8 x 3 1/4	37.80	140@4400	Ch	5	5	OB	Y	Y	19	±1°	±3/8°	0 to 1/4	H	Ps	
DODGE Coronet D48	114	V8I	3 1/8 x 3 1/4	37.80	140@4400	Ch	5	5	OB	Y	Y	19	±1°	±3/8°	0 to 1/4	H	Ps	
FORD Main. & Customline 6	115	6L	3.56 x 3.60	30.4	101@3500	Ch	4	4	OB	Y	Y	15	±1/2 to 1°	0 to 1°	1/8 to 1/4	H	RW	
FORD Main. & Customline 8	115	V8L	3.10 x 3 3/4	32.5	110@3800	G	3	4	OB	Y	N	22	±1/2 to 1°	0 to 1°	1/8 to 1/4	H	RW	
HUDSON Wasp DeLuxe	119 3/4	6L	3 3/8 x 3 3/4	30.45	112@4000	Ch	4	7	Y	Y	Y	18 1/2	1/2 to 1 1/2°	1/2 to 1 1/2°	0 to 1/4	H	RW	
HUDSON Wasp Super	119 3/4	6L	3 3/8 x 3 3/4	30.45	127@4000	Ch	4	7	Y	Y	Y	18 1/2	1/2 to 1 1/2°	1/2 to 1 1/2°	0 to 1/4	H	RW	
HUDSON Hornet	123 3/4	6L	3 1/2 x 4 1/2	34.88	145@3800	Ch	4	7	Y	Y	Y	18 1/2	1/2 to 1 1/2°	1/2 to 1 1/2°	0 to 1/4	H	RW	
KAISER Man. & DeLuxe	118 1/2	6L	3 3/8 x 4 3/8	26.3	118@3600	Ch	4	5	OB	Y	Y	12.5	±1°	0 to 3/4°	3/8 to 1/4	H	RW	
HENRY J Corsair	100	4L	3 1/4 x 4 3/8	15.63	68@4000	G	3	4	OB	X	N	10.8	1/4 to 1°	1/4 to 1°	3/8 to 1/4	H	RW	
HENRY J Corsair DeLuxe	100	6L	3 1/8 x 3 1/2	23.4	80@3800	G	4	5	OB	X	N	9.5	1/4 to 1°	1/4 to 1°	3/8 to 1/4	H	RW	
LINCOLN	123	V8I	3.80 x 3 1/2	46.2	205@4200	Ch	5	5	OB	Y	Y	22.5	0 to 1 1/2°	0 to ±3/4°	1/8 to 3/8	H	RW	
MERCURY	118	V8L	3.10 x 4	32.5	125@3800	G	3	4	OB	Y	N	21.5	0 to 1 1/2°	0 to ±3/4°	3/8 to 3/8	H	RW	
NASH Statesman	114 1/4	6L	3 1/4 x 4 1/4	23.44	100@3800	Ch	4	4	OB	N	Y	15	0 to 1 1/2°	±1/4°	1/4 to 3/8	H	RW	
NASH Ambassador	121 1/4	6I	3 1/2 x 4 3/8	29.4	120@3700	Ch	7	6	OB	N	Y	18	0 to 1 1/2°	±1/4°	1/8 to 3/8	H	RW	
OLDSMOBILE "88"	124	V8I	3 3/4 x 3 3/8	45	165@3600	Ch	5	5	OB	Y	Y	21.5	0 to 3/4°	-1/4 to 3/4°	3/8 to 1/4	H	RW	
OLDSMOBILE Super "88"	120	V8I	3 3/4 x 3 3/8	45	165@3600	Ch	5	5	OB	Y	Y	21.5	0 to 3/4°	-1/4 to 3/4°	3/8 to 1/4	H	RW	
OLDSMOBILE DeLuxe "88"	120	V8I	3 3/4 x 3 3/8	45	150@3600	Ch	5	5	OB	Y	N	21.5	0 to 3/4°	-1/4 to 3/4°	3/8 to 1/4	H	RW	
PACKARD Clip. & DeLuxe	122	8L	3 1/2 x 4 1/4	39.02	150@4000	Ch	5	7	OB	Y	Y	20.5	-1/2 to 1 1/2°	0 to 3/4°	0 to 1/4	H	RW	
PACKARD Mayfair	122	8L	3 1/2 x 4 1/4	39.02	160@3600	Ch	5	7	OB	Y	Y	20.5	-1/2 to 1 1/2°	0 to 3/4°	0 to 1/4	H	RW	
PACKARD Cavalier	122	8L	3 1/2 x 4 1/4	39.02	180@4000	Ch	5	7	OB	Y	Y	20.5	-1/2 to 1 1/2°	0 to 3/4°	0 to 1/4	H	RW	
PACKARD Pat. & Custom	122	8L	3 1/2 x 4 1/4	39.02	180@4000	Ch	7	7	OB	Y	Y	20.5	-1/2 to 1 1/2°	0 to 3/4°	0 to 1/4	H	RW	
PLYMOUTH Cambridge and Cranbrook	114	6L	3 1/4 x 4 3/8	25.35	100@3600	Ch	4	5	OB	Y	Y	13	±1°	-3/8 to 3/8°	0 to 1/4	H	Ps	
PONTIAC Chieftain 6	122	6L	3 3/8 x 4	30.46	115@3800	Ch	4	5	OB	Y	Y	18.3	±1 1/2°	1/2 to ±1 1/4°	0 to 1/4	H	RW	
PONTIAC Chieftain 8	122	8L	3 3/8 x 3 3/4	36.45	118@3600	Ch	4	5	OB	Y	Y	19.5	±1 1/2°	1/2 to ±1 1/4°	0 to 1/4	H	RW	
STUDEBAKER Champion	116 1/2	6L	3 x 4	21.6	85@4000	G	4	5	Y	Y	Y	10	1 1/4 to ±3/4°	0 to 1°	1/8 to 1/4	H	RW	
STUDEBAKER Cmdr. & Land Cr.	120 1/2	V8I	3 3/8 x 3 1/4	36.4	120@4000	G	5	6	Y	Y	Y	17 1/4	1 1/4 to ±3/4°	0 to 1°	1/8 to 1/4	H	RW	
WILLYS																		

ABBREVIATIONS

*—Patrician, 127"; Custom, 149"
 1—When equipped with Dynaflo, 13 1/2"
 2—When equipped with Dynaflo, 18"
 3—Cadillac model 6019, 130; models 7523 and 2533, 146 1/2"
 Ch—Chain
 G—Gear

H—Hydraulic
 I—Valve-in-head
 L—L-head
 N—No
 OB—Oil bath
 P—Positive

Prf.—Preferred
 Ps—Propeller shaft, rear transmission
 RW—Rear wheels
 X—Optional at extra cost
 Y—Yes

A Fine Car and a Fine Dealer Organization
make a
**Winning
Combination!**



Success in the automotive industry is infinitely more than building or selling a lot of automobiles. *Success consists of creating happy owners!* And the larger the body of happy owners, the greater the success!

By this standard, Pontiac and its dealer organization represent—unqualifiedly—a winning combination. We have given our dealers a fine product—perhaps the finest, most beautiful, most dependable car ever to sell at the price.

They have sold it to millions of the kind of people for whom it was specifically designed: *Those who instinctively prefer the best and most beautiful, but who, from choice or necessity, must exercise prudent economy.*

Couple the Pontiac owner's pride and satisfaction in his car with his confidence in the Pontiac Dealer who sold it to him, and you have the explanation of why Pontiac owners are known as the happiest owners in America!

Dollar for Dollar you can't beat a



Pontiac

A GENERAL MOTORS MASTERPIECE

1953 PASSENGER-CAR SPECIFICATIONS

MAKE AND MODEL	TUNE-UP				ELECTRICAL				Battery	FUEL SYSTEM			VALVES		
	Breaker Gap (.0)	Cam Angle (degrees)	Contact Arm Spring Tension (oz.)	Spark Plug Gap (.0)	Ignition Timing	Timing Mark Location	Spark Advance Max. Centrif.	Spark Advance Max. Vac.		Cap. & Ter. Grd.	Carb. Mfr.	Model No.	Fuel Pressure (lb.)	Tapet Clearance Intake (.0)	Tapet Clearance Exhaust (.0)
ALLSTATE 4 Cyl. ALLSTATE 6 Cyl.	22	25-34 31-37	17-21	28-32	5°bte tde	Ca. P. V. D.	24°@3000 26°@3000	22°-15" 14°-15"	100P 100P	Ca Ca	YF YF	3½ Max. 4¼ Max.	16 16	16 16	9°bte 5°bte
BUICK Special 40	12½ 17½	No	19-23½	23-28	4°bte	FW	13°@2000	11°-13"	100N	Ca-St	AAUVB 267 7-90	5	15	15	14°bte
BUICK Super 50	12½ 17½	No	19-23½	30-35	5°bte	FW	18°@2150	12½°-14"	70N	Ca-St	AAVB-26	5	Au	Au	25°bte
BUICK Roadmaster 70	12½ 17½	No	19-23½	30-35	5°bte	FW	18°@2150	12½°-14"	70N	Ca-St	4AUV 267 7-94	5	Au	Au	25°bte
CADILLAC	16	31±1½	19-23	35	2½°	V. D.	13¼°@2000	14½°-17"	70N	Ca-R	WCFB 2005-S or 4-GC	4-5¼	Au	Au	22°bte
CHEVROLET (Conventional)	12½ 17½	38-45	19-23	33-38	5°bte	FW	18°@1800	13°-11"	100N	R	7004915	3½-4½	6	13	1°atde
CHEVROLET Powerglide	12½ 17½	38-45	19-23	33-38	5°bte	FW	18°@1800	13°-11"	100N	R	700478	3½-4½	0	0	16°atde
CHRYSLER Wind. & DeLuxe C-60	18-20	39±3°	17-20	35	tde	V. D.	11°@1425	10°-15"	135P	Ca	E9C1-E9A1	3½-5	8	10	12°bte
CHRYSLER N. Y. & Spec. Cust. Im.	15-18	32-36	17-20	35	4°bte	V. D.	12°@1775	12½°-17"	135P	Ca	WCD-935-S	3½-5	Au	Au	15°bte
CHRYSLER Crown Imperial	15-18	32-36	17-20	35	4°bte	V. D.	12°@1775	12½°-17"	12vP	Ca	WCD-992-S	3½-5	Au	Au	15°bte
DeSOTO Powermaster S-18	18-20	39±3°	17-20	35	2°bte	V. D.	11°@1425	10°-15"	120P	Ca	E9C1	3½-5	14	14	12°bte
DeSOTO Fire Dome S-16	15-18	32-36	17-20	35	4°bte	V. D.	15°@1900	12½°-17"	120P	Ca	BBD-909-S	3½-5	Au	Au	12°bte
DODGE Meadowbrook D46-47	20	39	17-20	35	2°bte	V. D.	9-11°@1425	7-9°-14"	105P	Ca	D6H2	4-5½	10	10	8°bte
DODGE Coronet D44-48	17	32-36	17-20	35	4°bte	Ca. P.	14-16°@1750	10½°-12½°-17"	105P	St	WW3-108	4-5½	Au	Au	17°bte
FORD Main. & Customline 6	24-26	35-38	17-20	34-37	tde	V. D.	None	16°-7.15"	90P	Ho	1904-F	4-5	15	15	13°bte
FORD Main. & Customline 8	14-16	26-28.5	17-20	29-32	2°bte	Ca. P.	None	12½°-5"	90P	Ho	2100	3½-4½	13-15	17-19	5°bte
HUDSON Wasp DeLuxe	20	39	17-20	32	tde	FW	10°@1200	5°-12"	100P	Ca	WA1-749S	4-5	10-12	10-12	26.8°bte
HUDSON Wasp Super	20	39	17-20	32	tde	FW	9°@2000	4°-12"	100P	Ca	WGD-776S	4-5	10-12	10-12	26.8°bte
HUDSON Hornet	20	39	17-20	32	tde	FW	9°@2000	4°-12"	100P	Ca	WGD-776S	4-5	10-12	10-12	26.8°bte
KAISER Man. & DeLuxe	22	31-37	17-21	28-32	4°bte	V. D.	20°@3200	12°-15"	100P	Ca	WGD	5	14	14	10°bte
HENRY J Corsair	22	25-34	17-21	28-32	5°bte	Ca. P.	24°@3000	22°-15"	100P	Ca	YF	3¾	16	16	9°bte
HENRY J Corsair DeLuxe	22	31-37	17-21	28-32	tde	V. D.	26°@3000	14°-15"	100P	Ca	YF	5¼	16	16	5°bte
LINCOLN	14-16	26-28.5	17-20	34-37	3°bte	V. D.	None	17°-5.8"	110P	Ho	2140	3½-4½	Au	Au	18°bte
MERCURY	14-16	26-28.5	17-20	29-32	2°bte	Ca. P.	None	9¾°-5"	100P	Ho	1901-FFC	3½-4½	13-15	17-19	5°bte
NASH Statesman	22	31-37	17-21	30	4°	V. D.	24°@2800	7½°-15"	90P	Ca	WCD-2034S	4½-5½	15	15	10°bte
NASH Ambassador	22	31-37	17-21	30	tde	V. D.	30°@2700	6°-15"	90P	Ca	YH865-S	4½-5½	12	16	12½°bte
OLDSMOBILE "98" & Super "98"	16	26-33	19-23	30	2½°bte	Ca. P.	30°@3600	20°-19"	70N	R-Ca	4GC-WCFB	4-5	Au	Au	13½°bte
OLDSMOBILE DeLuxe "83"	16	26-33	19-23	30	2½°bte	Ca. P.	30°@3600	20°-19"	70N	Ca	WGD	4-5	Au	Au	13½°bte
PACKARD Clip., DeLuxe, May. & Cav.	12½-17	30	17-21	23	6°bte	V. D.	16°@3200	10°-10"	100P	Ca	WGD-784S	4-5	7	10	15°bte
PACKARD Patrician Custom	12½-17	27	17-20	28	6°bte	V. D.	15°@2800	13°-10"	120P	Ca	WGD-928S	4-5	Au	Au	15°bte
PLYMOUTH Cambr. & Cranbrook	20	39±3°	17-20	35	2°bte	Ca. P.	11°@1425	9°-14"	100P	Ca	D6H2	4-5½	10	14	12°bte
PONTIAC Chieftain 6	22	37	17-20	23-28	tde	V. D.	23°@3600	24°-20"	100N	Ca	WCD-2010S	4-5.2	11	13	12°bte
PONTIAC Chieftain 8	16	30	19-23	23-28	6°bte	V. D.	22°@3700	22°-20"	100N	Ca	WCD-917SA	4-5.	11	13	5°bte
STUDEBAKER Champion	20	38-40	17-20	27½	2°bte	V. D.	14°@2800	20°-12"	100P	Ca	WE988S	4-5	16	16	15°bte
STUDEBAKER Cmdr. & Land Cr.	13-18	28-34	17-21	37½	4°bte	V. D.	32°@2900	18°-10½°	100P	St	WWUVL-26	4-5	30	30	11°bte
WILLYS															

ABBREVIATIONS

1.—Dwell meter for setting point opening is not recommended
 Au—Automatic
 bte—Before top center
 Ca—Carter

Ca. P.—Crankshaft pulley
 FW—Flywheel
 Ho—Holley
 N—Negative
 P—Positive

R—Rochester Products
 St.—Stromberg
 tde—Top dead center
 V. D.—Vibration damper

THE UNCHALLENGED GREATEST BUY IN 4-TON SERVICE JACKS



Look at this great lifting range: $3\frac{3}{4}$ " to $24\frac{1}{4}$ ".



SEE WHAT FINGER-TIP CONTROLS DO FOR YOU

(1) Press a button and flash a light on the lift spot. (2) Turn a key and lock or unlock the valve. (3) Twirl a knob for positive release valve action. (4) Pull a trigger and set the handle for any one of three convenient positions.



ONE-PIECE POWER UNIT

has no seams or pipe plugs to leak. Ideal for wash rack use. Speed and power pump are combined to speed jacking time, eliminate extra parts and wear. And the exclusive floating plunger allows power unit to remain stationary, prevents distortion and leakage.

It's the S-4...

the most dependable all-purpose lifter ever built!

KEEP your shop on the jump with the greatest champ of them all — the all-purpose S-4. For years this rugged 4-tonner has been the most dependable, popular service jack in the field. And no wonder! Years ahead when introduced, the S-4 is even better now! Blackhawk has continually added outstanding, exclusive refinements which make the S-4 the best all-purpose jack you can roll onto the floor. With enough S-4's to go around — you'll see a *big* difference in shop efficiency! Get your S-4's **NOW** — see your Blackhawk jobber.

TO OWNERS OF VETERAN S-4 JACKS

Factory-rebuilt power units are available from country-wide stocks. Liberal trade-in allowance for your old unit. *And you can install a new one yourself in 20 minutes!*

BLACKHAWK®

A product of Blackhawk Mfg. Co., Dept. J433, Milwaukee 1, Wisconsin



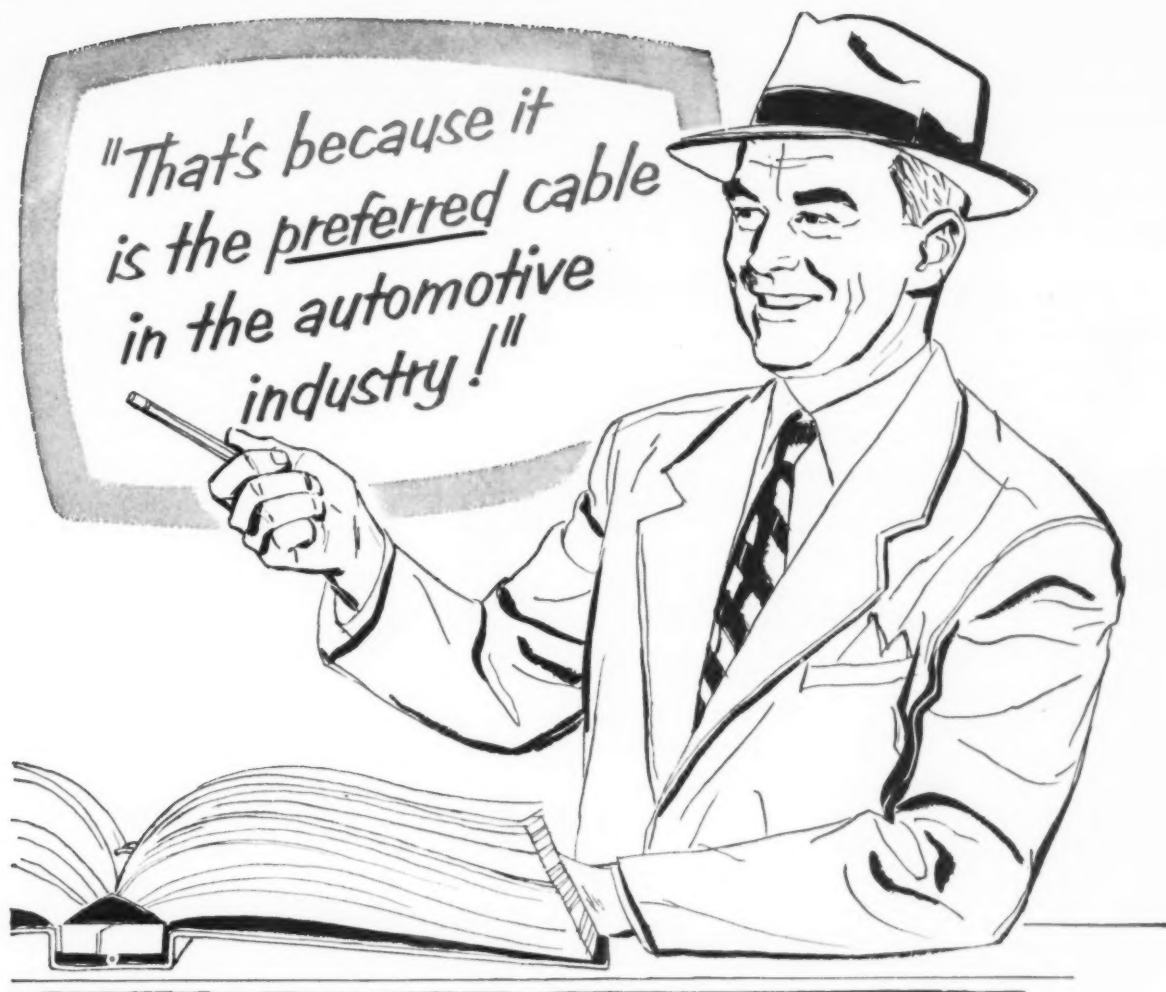
*Build up your business
with the "BIG 3"
in the cable field!*

It's true—automotive engineers prefer Packard cable for original equipment on cars, trucks, buses and tractors—vehicle owners and repair shops prefer it for replacement service—jobbers and dealers prefer it for its wide acceptance and quick turnover.



PACKARD BATTERY CABLE—Packard battery cables are used as original equipment on more cars, trucks, buses and tractors than cables of any other make. Packard battery cables are full size, full weight . . . are available with LEADALLOY terminals or leaded brass terminals. Both types are packaged in individual cartons—both deliver top performance—both have acceptance, everywhere.

FOREMOST BUILDER OF AUTOMOTIVE AND



PACKARD IGNITION CABLE—Long considered the standard of the automotive industry, Packard high-tension cable is original equipment on more cars, trucks, buses and tractors than any other cable. Packard **FOUR-FORTY** and Packard **LAC-KARD** ignition cables are designed to deliver balanced performance in every application. For dependability on the job, choose Packard!



PACKARD LOW-TENSION CABLE—As with Packard's two other products, Packard low-tension cable is used as original equipment on more cars, trucks, buses and tractors than cable of any other make. Packard's **249 COMPOUND** insulation, by every laboratory test and by the test of long, hard usage in the field, has exceptional resistance to heat, oil, chemicals and abrasion.

AVIATION WIRING

GM
GENERAL
MOTORS
Packard
REG. U.S. PAT. OFF.
TRADE MARK

Packard Electric Division
General Motors Corporation
Warren, Ohio

Regulations and News Items **Along Federal Row**

Failure to Make Overtime Payments Tops Wage-Hour Violations in 1952

Violations of the overtime-pay provisions of the Fair Labor Standards Act were the chief cause last

year of back-wage liabilities for motor-vehicle and equipment firms, according to the 1952 report

of the U. S. Labor Department's Wage and Hour and Public Contracts Divisions.

Of the 641 dealerships investigated by the divisions during the fiscal year 1952, 60 per cent were found in violation of the overtime-pay requirements. Twenty-two per cent had failed to comply with the statutory minimum wage and seven per cent had violated the child-labor provisions.

This record should not be considered representative of compliance by the industry as a whole, however, Administrator William R. McComb said, since investigations are made on a selective basis. Efforts are concentrated where complaints have been made or general information indicates that violations probably will be found.

"These findings should remind all motor-vehicle dealers to make sure they are complying with the act," McComb said. "Most violations were due to mistaken ideas about the Wage and Hour Law's applicability to some of the establishment's employees. Complete understanding on the status of every employee would eliminate the chance of having to make unexpected back-wage payments."

Any employer who has questions about the Fair Labor Standards Act can obtain information from the nearest regional office. Southern offices are at Birmingham, Kansas City, Dallas and Nashville.

IT'S HERE

COLOR SIDEWALL TIRE PAINT



Now tire sidewalls can be painted any color

COMES IN 5 BASIC COLORS

✓ RED ✓ GREEN ✓ BLUE
 ✓ YELLOW ✓ CHARTREUSE

Mix colors for any tone desired. Add white to a basic color for a soft pastel

EASY TO APPLY
DRIES QUICKLY!
NO CHIPPING OR PEELING!
 Compounded in a base of pure rubber, Parko Color Tire Paint is self-vulcanizing.

PAINTS COMPLETE SET OF TIRES (INCLUDING SPARE) FOR AS LITTLE AS \$1.50

Be the first to stock Parko Tire Paint—in colors!

Here's the accessory item you've dreamed about! ... an inexpensive item with wide popular appeal ... a market already waiting ... and a potential of becoming a vital part of the car industry!

Already, with the more accessory-minded drivers, colored sidewalls are a natural. A ready market of almost a million hot rod enthusiasts is waiting!

But it's more than a fad! The demand for pastels and two-tones increases daily! That's why Parko's pastels will find lasting acceptance. A pastel to harmonize with interior trim, or to match one color of a two-tone model.

Stock up now! Write for complete details today!



AVAILABLE: Regular case: 12 pints of single color. Combination case: 2 pints each of five colors and white.



World's largest manufacturer of rubbing and polishing compounds.

PARK CHEMICAL COMPANY

8074 MILITARY ★ DETROIT 4, MICHIGAN

REPAIR CONTROLS END

Ending of controls on the charges for automotive repairs was announced by the OPS on Feb. 18.

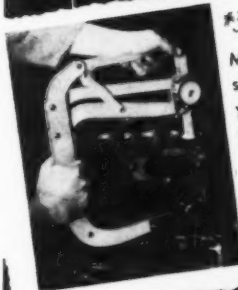
RELEASING ROAD MATERIALS

Road-building operations in the Southeast have been given impetus by the National Production Authority with liberalized allowances of controlled materials for those purposes. Self-authorization of larger quantities of steel, copper and aluminum is now permitted for work on public roads and highways.

Alabama, Florida, Georgia, Mississippi, Tennessee and North and South Carolina are spending some



Hard jobs are a 'snap' with K-D Tools



#380 Compressor -

Most universal valve spring compressor you can buy. Services L-head, valve-in-heads, old or new in cars, trucks, tractors. Ideal for modern overhead V-8's (Ford incl.).



#115 Point Aligner -

Universal in application. Aligns all types of contact points in all types of distributors (Ford incl.) right in the distributor.



#30 Socket Screw Key Set -

11 hex keys (sizes .050" to 3/8") packed in rustproof metal kit plus extension handle to use on short end of key when long end must be used to turn screw as shown. Accurately forged.

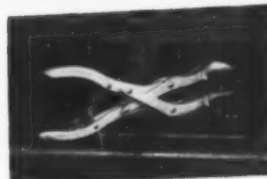


#99 Hacksaw -

"Cuts around corners" with 3" or 4 1/2" blade installed. All steel frame with stops provided for quick changes to 3", 4 1/2", 6", 8", 10", 12" blades. One 3", one 12" blade

#600 Lifter -

Dependable old favorite scissors type valve spring lifter. Services most all L-heads on road. Fast, sure. Automatic ratchet lock.



#325 Heavy Duty Compressor -

For servicing valves in BIG truck, bus, tractor engines, L-head or valve-in-head. One man operated. Safe, rugged, dependable. 3 prs. jaws furnished.



#385 Compressor -

For small valve-in-head and L-head engines (if manifolds removed). Services all models Chevrolet; picture shows tool on late Buick



#700 Valve Spring Lifter -

Screw type for over or under fender use on deep set, hard-to-get-at valves. Ideal for all Chrysler built L-heads and Ford 6 cyl. L-heads. 8" long. Plenty of lift, allows ample working space for easy replacement of valve keepers.



Removes, installs piston rings up to 4" diam. Compressing handles expand ring. Saves rings, fingers.

#875 Piston Ringer

Gripping jaws opened, ring placed in jaws. When handles compressed, ring can be installed fast.



Free -

K-D Catalog. Illustrates, describes in detail over 100 K-D Tools that make hard jobs easy. Write.



K-D Manufacturing Co. Lancaster, Pa.

\$321,260 on nearly 6,000 miles of roads in those states under programs in the "active" stage, the announcement said.

NO STRETCH NEEDED!

World consumption of natural and synthetic rubber set a record of 2,332,500 long tons in 1952, erasing the old record of 2,312,500 tons in 1951, according to the National Production Authority.

United States consumption in-

creased from 1,214,298 tons in 1951 to a new high of 1,260,588 tons in 1952. Foreign consumption, excluding Russia and China, declined from 962,500 tons to 925,000 tons, the first decline to be registered in the post-war period.

REMOVING CAR CEILINGS

Four types of passenger cars have been removed from price controls by General Overriding Regulation 9 of the Office of Price

Stabilization.

These include: all models of used passenger automobiles prior to 1946 models, custom-built passenger automobiles, foreign-made passenger automobiles and "Hot Rods."

Control Protects Profit

(Continued from page 87)

Since we raised the price to customers one cent every 30 minutes, by 12:30 p.m. we were making a profit on what we sold. And I must admit that we pumped a little faster after 12:30 than in the morning hours. At the end of the day we had made a profit on gasoline sold, not to mention the advertising value of a stunt like that."

Figures can work for you if you use them the right way!

Fram Begins Campaign On Travel Theme

AN ADVERTISING and merchandising campaign built around a travel theme and featuring national television and newspaper programs as well as other forms of promotion has been announced by Fram Corp.

The television program, called "Vacationland America," will feature John Cameron Swayze, news commentator, and his family, who will tell about pleasant vacationing by car.

A series of 13 separate booklets, each outlining a family tour by car to some vacation area, will be available to Fram dealers for distribution to customers.

Snyder Heads Finance For Willys-Overland

JOHN W. Snyder, secretary of the treasury for the past seven years, has been elected vice-president in charge of finance for Willys-Overland Motors, Inc.

Gerry E. Lyons, general sales manager, has been elected vice-president in charge of sales to succeed Howard P. Grove, named vice-president in charge of West Coast distribution.

Upholstery Plant Opens

A mill at Siler City, N. C., near Greensboro, has been acquired by Collins & Aikman for the production of synthetic fiber automobile upholstery. Covering about 150,000 square feet, the plant will increase the firm's production capacity for the upholstery about 25 per cent.



"Sorry, Joe. I don't lend my tools to anybody."

"Nothing personal, understand. But you should have learned long ago to build your kit around good tools.

Look at those Bonney tools of mine. Cost less than you think, and for my dough the best any mechanic can buy.

If you're short of cash right now, get yourself some BON-E-CON* wrenches. They're real mechanics' tools with the regular Bonney guarantee, and priced so that an apprentice can afford them.

With those as a starter, before you know it you'll build up to a kit like mine."

BONNEY TOOLS



* The new Bonney economy-priced line

Remember. Your local Bonney jobber, as well as Bonney, stands behind the tools you buy. He has Bonney tools priced to fit your needs as well as your pocketbook.

BONNEY FORGE & TOOL WORKS • ALLENTOWN • PENNSYLVANIA

NOW! AT YOUR JOBBER



Enjoy all the advantages of bonded brake shoe exchange and offer your customers first quality, nationally known American Brakeblok Brake Lining.

Deliver jobs faster, cut labor costs, step up your brake service volume; and—at the same time—give your customers the long life, instant response and easy pedal action for which American Brakeblok is famous.

Your local N. A. P. A. Jobber has brake shoes bonded with American Brakeblok Brake Lining, in all popular sizes, boxed and ready to go. Call him today!

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Protect your reputation...
INSTALL

American
REG. U.S. PAT. OFF.
Brakeblok

THE SAFETY BRAKE LINING



AMERICAN BRAKEBLOK DIVISION
DETROIT 9, MICHIGAN

Plants in:
Detroit, Michigan; Winchester, Virginia; Hillburn, New York; Lindsay, Ontario; Qlf, France

Readers are invited to contribute to—

SHOP TALK

Why Aren't There Enough Mechanics? A Kentuckian Suggests Some Reasons

Benton, Ky.

Paul McDonald of the Service Section of General Motors Corp. wrote about the shortage of auto mechanics.

Dear Sir:

I'm answering an article in your magazine for January that Mr.

A column of informal comments about the automotive trade and its problems.

PARTIAL COVERAGE IS NEVER ENOUGH

You're missing something
if you don't
STOCK AND SELL

**General
Switches**

THE COMPLETE SWITCH LINE
FOR *Every* AUTOMOTIVE USE

CATALOG OF COMPLETE LINE
AVAILABLE ON REQUEST

GENERAL AUTOMOTIVE SPECIALTY CO., Inc.
450 West 31st Street,
New York 1, N. Y.

In the Southeast, - - it's Alan Sales Co., 429 South 20th Street, Birmingham, Alabama
In the Southwest, - - it's McClintock Sales Co., 2631 Commerce Street, Dallas 1, Texas

I would like to answer that question for him. You may think I'm just a griper but I'm sincere in my belief and would like for him and others to read this and give it some thought.

I am 44 years old. I have been a mechanic since I was 16 years old. My father was a schoolteacher and preacher. I decided to be a mechanic and to make it a profession as well as a job. I went to school, worked six days a week and part of the time on Sunday.

I have worked from here to Detroit, Mich., in some of the best garages in the United States. I could hold my own with the best ones. I have always tried to be sincere with my work.

I tried to make a living for my family on a salary. Then I went to work on commission, trying my best to make some money. Have just about given up on making it on an auto.

What the dealers want is some Negro or common laborer so they can keep them cowed down. They don't want any man that can read and write in their shops. They need some slave.

They will pay one man just about as much as they will another. You don't have to know anything but back a nut off and put it on. What everyone has the most of is "disassembling" and "replacing."

They can't even give you the definition of a carburetor. What I would like to know is how in the hell can you fix something if you don't know what it does? Or can't even read a micrometer.

On the other hand, a dealer will trade a new or used car, taking one in that has to have lots of work done on it. Before they can sell that one, they will have it pulled in and have a mechanic work on it two or three days. But yet they don't want to pay the poor mechanic his part for doing the job because they want to show

INDEPENDENT SERVICEMEN . . .

You get these 4 Big Assists

when you deal
with your Chevrolet dealer,
your partner in service!

A well balanced stock of genuine Chevrolet precision-built parts . . .
that

Help raise your service efficiency . . .

and

Help increase your customer satisfaction . . .

plus

Expert help in solving your service problems!

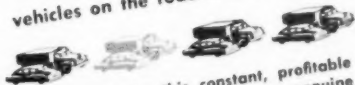
Your Chevrolet dealer is ready,
willing and able to give you all

4

WORLD'S BIGGEST SERVICE MARKET!

More than 1 out of 4

vehicles on the road is a Chevrolet!



Be prepared for this constant, profitable
service market by ordering genuine
Chevrolet parts from your Chevrolet
dealer NOW!



a big profit in the sales department. They just trade as models, instead of condition of the car. They want the poor mechanic to give them his work so they won't lose in the sales department.

Another thing, lots of times a mechanic has to wait on parts from no fault of his own. He loses that much time, for time is all he has to sell. When he loses that time, he has lost that much money that he has no chance to make up.

Another thing, I had a dealer to tell me the other day that if he

had to pay a mechanic as much to do his work as he charged a customer, he would go busted in less than a year. Well, I can't see that he makes from 40 to 60 per cent on his job as well as he does on the customer's.

I had another dealer tell me he has to have profits from a good mechanic to pay the ones who can't do so much. I don't believe in that kind of business. Pay every man according to what he can do and does do.

I have gotten sick of hearing

them say the shop loses money. Well, if they will pay a decent salary, they can get good mechanics. But that is a question. They want too much free work on their cars. It takes a mechanic just as long to put a clutch in a used car as it does a customer's car and is worth just as much.

Another thing, you climb in a barber chair. That man has a license with his picture on it showing you that he has passed the test and is capable of cutting your hair. A garage man just hires a mechanic as cheap as he can. The customer he does the work for drives that car out of the garage in face of certain death if that mechanic leaves something loose. That doesn't amount to anything—a man's life. But you won't mess someone's hair up—that might make him look funny.

The reason you don't find any mechanics 50 or over in your shops is that they are forced to hunt some other trade to make enough money to bury themselves with. That is a shame to let the public know about.

I claim to be a first-class mechanic on any car make or model. Can prove it by reference or by doing the job. Until they can pay me, I'm making my living on some other type of work.

LUTHER G. WHITE,
Route 1.

For two other answers, written by mechanics, to the "Solving Mechanic Shortage" article in the January issue, turn back to page 83.

WHO MAKES IT?

Monahans, Texas

Gentlemen:

Please furnish us with the name and address of the company that makes material to deodorize a burned car.

CLARENCE BROWN,
Manager,

Monahans Motor Co.

Airkem, Inc., 241 East 44th St.,
New York 17, New York.

THEY GET RECOGNITION

The Automobile Dealers Association of Alabama and the Arkansas Automobile Dealers Association were awarded certificates of merit at the convention last month of the National Automobile Dealers Association for notable public relations performances during 1952.



Barrett Offers:

A NEW Universal BRAKE DRUM GAUGE

**Checks Drums To The
Thousandth Even While
Drum Is Being Machined**

**Late Model Raised Hubs—
Lathe Arbors, Offer No
Obstacle To This Gauge**

BARRETT DRUM-CHECK-R*

- Universal for passenger car and truck drums—range 6" to 18 1/4"
- Easy-to-read dial is graduated .010" minus to .250" oversize (1/4 inch)
- Two gauge bars supplied—passenger car and truck . . . quickly interchanged
- Lowest in cost—no extra adapters needed—nothing else to buy

Provides visual proof that brake drums need machining. The only popular Drum Gauge that checks drums while mounted on drum lathe.

**Ask Your Jobber
OR WRITE DIRECT**

*TRADENAME OF
BARRETT EQUIPMENT CO.

**BRAKE SERVICE, LIKE LUBRICATION, MUST
BECOME A REGULAR MOTORING HABIT!**

BARRETT EQUIPMENT COMPANY
21st & Cass • St. Louis 6, Mo.

The World's Finest Brake Service Equipment



MANLEY Twin Boom WRECKING CRANE

TWO Separate Winches for Dual or Single Operation

• There are two hearts in this Twin-Winch, Twin-Boom MANLEY Wrecking Crane WC-8. If one winch should ever be knocked out of service, the other is ready and waiting. Or, if you need double winch power, they can be used together—giving you a powerful 8-ton pull.

COMPLETE, FLEXIBLE UNIT

The WC-8 MANLEY is a complete wrecking crane. It is flexible in operation and application, and will handle the toughest jobs on or off the highway. It will reach down an embankment and bring up an overturned truck and trailer as easily as it will a passenger car.

UNUSUAL STABILITY

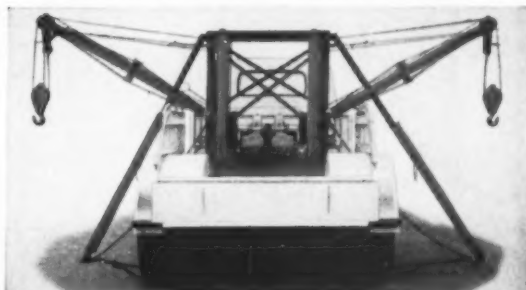
Outriggers provide side support for stability in recovery from either side. Booms can be used in a spread-eagle setup with one anchored to a tree or pole for maximum use of power.

MANLEY WRECKER PAYS FOR ITSELF

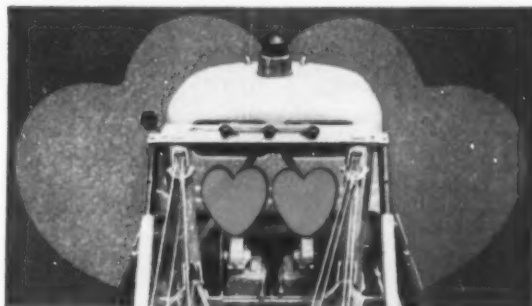
The best wrecker gets the most jobs. This wrecker will bring more jobs to your shop, and you know how wrecks pay off. Other MANLEY users can tell you that the WC-8 Twin-Winch, Twin-Boom Wrecking Crane pays for itself in a short time . . . and continues to pay profits for a long time. Use the coupon today to get full information.



MANLEY WC-8 twin-winch, twin-boom wrecking crane . . . a complete unit . . . fast, efficient, safe.



Outriggers provide stability. Spread-eagle reach of booms permits anchoring to pole or tree.



The two hearts—twin winches. If one stops, the other continues to operate. Both can be used together for greater pull, a full 8 tons.

MAIL TODAY!

MANLEY DIVISION
American Chain & Cable
York, Pa.

SAJ

Please send literature and price of NEW WC-8 MANLEY Wrecker, and name of the nearest Manley distributor.

Name

Address

Town State

ACCO



York, Pa., Chicago, New York, Portland, San Francisco, Bridgeport, Conn.

MANLEY DIVISION
AMERICAN CHAIN & CABLE

The Best Equipped Shop Gets the Profitable Business

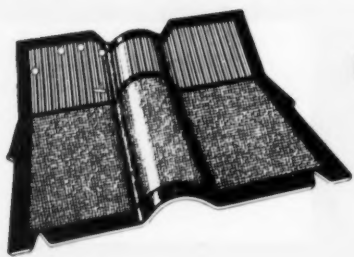
Dear Bill,

We held a little session last night on engine tune-up, since we figure we'll have to spread this job out among the other departments in our Spring Service Special this year. Our regular tune-up boys can't begin to do all this work during the rush.

When we announced the subject for the discussion, one of our new mechanics about stopped the show when he asked, "We're going to discuss tuning *what* engine?" Seems he and the others had been

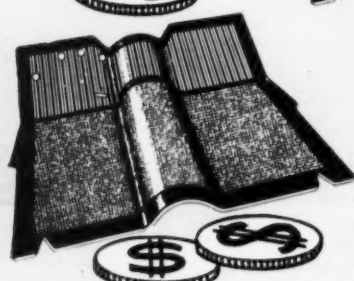


THE NEW *Armor-Flex* Contour FLOOR MAT..



GETS INTO ALL CORNERS
FOR FULL FLOOR PROTECTION

FITS LIKE A GLOVE
HUGS THE CONTOUR



EARNS YOU MORE MONEY
JIFFY INSTALLATION

See Your Local
Jobber. Ask Him
About This
Completely New
Armor-Flex
Contour Floor
Mat and How
You Can Earn
Dollar Profits
on Every Sale

The Armor-Flex Contour Floor Mat is made-to-order for the busy garageman. Why? Because it's designed to fit perfectly—and can be installed in a matter of minutes. A special process actually "pre-fits" and shapes the mat to accommodate the floor board contour of each individual make and model car. Holes are pre-punched—no fitting is required by you. No gaps or wrinkles appear. You simply take the mat out of the properly identified carton and presto: the mat "falls" into position—lies flat in every corner—fits snugly over the hump.

Doan MANUFACTURING CORP.
1761 LONDON ROAD • CLEVELAND 12, OHIO

poking under the hoods of some of these new super-dupers with their air-conditioning, power steering, head-lamp-beam changers, windshield washers, and so on, and could see and reach just about everything but the engine.

We had to assure them that this maze was their guarantee of job-security for the future. No sane motorist would tackle a job of any kind with his kitchen tools. He'd bring his work to the professional mechanic, but certainly. (One ex-soldier said the army handled the inaccessible engine problem on military tanks and other vehicles by making it possible to roll the engine over where the mechanic could get his hands on it.)

But however hard the engine is to get to, the old tune-up operation is still an important contributor to our shop revenue and we're going after it so long as there is even a rumor of an engine in these crates.

As a matter of fact, even our most conservative customers have become more aware of the performance of their engines in the last few years. They don't kick if they have to buy premium fuel to get full power, but they will kick like a bay mule if they don't have plenty of skat when they step down on the throttle after buying a tank of red gas and a tune-up.

When firing-chamber deposits or weak units cause power loss after tune-up, they notice it almost as quickly as a dynamometer. So we're briefing everyone who does any portion of the tune-up work on our Spring Specials job to check everything, but good. If people are buying power and economy, we have to maintain it for them if we want to keep 'em coming back.

This recent revival in interest in sport cars, racing, horsepower

and automobiles in general is a good thing for the maintenance industry, I think. The trick will be to go along with the public in giving them what interests them so the market won't go sour through neglect.

Seems the customer still only expects the best job you can give him; he just wants to discuss it with you more than he did. Maybe that's the Irish so many of us have in us!

Yrs, Ed.

Trim 'Em and Reap

(Continued from page 105)

in the exact spot from which it was removed. The color of upholstery will change due to exposure to light and dust, therefore it must be replaced exactly as removed, otherwise the two shades of color will show, indicating carelessness and an improper fit at some point. The skilled trimmer will see that these operations are correctly done and the owner will be satisfied.

The well-equipped body and trim shop can offer "Body Tune-Up" service.

Car owners are seldom told of the importance of a complete body tune-up (which is just as important as a motor tune-up). It is a known fact that a good portion of the expense in the maintenance of a car can be directly attributed to body repairs—interior and exterior. Car owners have been made conscious of the importance of the need for a regular tune-up of the engine and other mechanical parts; they should be informed of the importance of the complete body tune-up.

This service will put the body in first-class condition, as it should be. The owner will appreciate the service because the car is safe to drive, the appearance has been preserved and the cost of maintenance during the life of the car will be reduced.

Why not offer the following "Body Tune-Up Service" now, and get some of that *plus* business:

1. Ding out and smooth all metal damage.
2. Touch up paint or refinish as required.
3. Replace all damaged moldings as well as all cracked, fogged or chipped glass.
4. See that all doors, trunk lid and hood are in alignment so they open and close easily without binding or rubbing.
5. Replace or reseal all damaged

or loose weatherstripping.

6. Check cowl vent, doors, windshield, rear window and trunk lid for water leaks; reseal as needed.

7. Tighten and lubricate all door check stops, latches, striker plates and dove tails.

8. Clean and lubricate all window regulators and door handle mechanisms.

9. Adjust windshield-wiper arm and install new blades.

10. Tighten all floor-plate and garnish-molding screws.

11. Tighten all body bolts.

Trim Shop

12. Clean headlining, seat cushions and backs, door trim panels.

If the seat cushions are badly worn, frayed or stained, install a good set of seat covers or replace the damaged upholstery.

If the door trim is damaged, recover with leatherette or plastic.

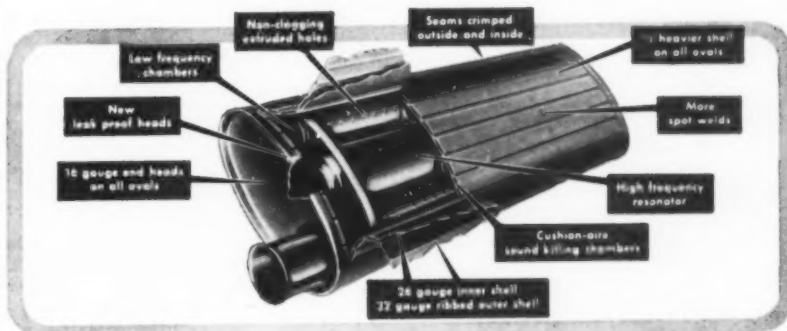
13. Replace damaged floor rugs.

14. Vacuum clean and wash.

This service will be appreciated by the owner and will increase the shop's volume.

MERIT MUFFLERS

The Top Quality Line For Extra Profits



Compare These Ten Features

Your customers can't go wrong on Merit Mufflers because they are manufactured to original equipment standards or better. And you'll like them because they fit right—save you time and money on every installation.

With the Merit Line, you keep ahead with the latest muffler developments because Merit is backed by over a generation of engineering experience. The Merit Cushion-Aire, for example, is the modern muffler for modern engines. Its ribbed shell construction creates dead air spaces to eliminate tinny shell noises caused by today's high compression engines.

Investigate Merit today—learn about Merit's aggressive promotion and its many unusual advantages. Write Dept. 17-C.

MERIT

619 SMITH STREET
TOLEDO 1, OHIO



FRAM

OIL • AIR • FUEL • WATER

FILTERS

Why They Leave

(Continued from page 83)

The shop will be poorly equipped, with old, outmoded equipment. But the office will have all the latest and best. This of course cuts the boss' income too, but we are talking of getting more mechanics on the job and not the boss' income.

Next I wish to pick Mr. McDonald's article [in the January issue] a bit. He spoke of veteran's on-the-job training. I sampled a little of that too. The reason that didn't pan out was the general attitude of putting the boys at jobs they could do without training, such as the grease rack or the gas pumps, thus getting cheap labor at Uncle Sam's expense. But enough of that, it will not get any more mechanics now.

Now to take up the numbered [suggestions] in this article:

1. Get personally acquainted with school authorities, especially the auto mechanics teacher. A good point. It might help.

2. Invite the auto mechanics classes to your business establishments, so that you may demon-

For another answer, written by a mechanic, to the "Solving Mechanic Shortage" article in the January issue, turn back to page 120.

strate equipment they do not have. This may work if the shop has any modern equipment.

3. Employ auto mechanics teachers during summer vacations. A real good idea. Schools do not get the real information a dealership gets on its special brand of cars.

4. Offer prizes to top students. No comment.

5. Participate in "career day" programs. This could be good if first you could show them something besides a darned tough game, with the longest hours and the smallest pay.

6. Tackle the vocational-guidance counsellors who are uninformed and who are painting such a poor future in our business. Before you can do this with any success, the job must be put on par with some of the others. When this is done, the old ones won't be opening hamburger stands, buying filling stations, etc.

Manufacturers can help too by building cars with an eye to servicing, so that a mechanic won't have to be a combination contortionist and Houdini to work on one.

The next question that comes up: Why don't the last of the old mechanics like me quit the business? There are two real answers: 1. We can't afford the time now to learn a new trade. 2. I sort of like this one.

Still could not advise a young man that hadn't got the fever yet

to take this up when he might be a doctor and charge from \$50 to \$200 an hour, and be somebody in the community besides, looked up to and respected.

The best way to convince a student or a vocational-guidance counsellor is to have the regular mechanics bragging what a hell of a good job they have.

L. H. F.

Arkansas

[Editor's note: Further identification withheld for obvious reasons.]



Pat. No.
2730250



PORTABLE-PNEUMATIC

*Bay-Lift Saves
& Pays
in Many Ways*



Mr. G. E. Moothart, Gen. Mgr. of Harold Raymond, Inc., Chrysler-Plymouth dealers of Compton, California, writes . . .

"We certainly are well pleased with the six Bay-Lifts we recently installed in our body and fender departments. It is hard to see how we handled the volume that goes through these departments without Bay-Lifts. They are the means of additional profits to our company and our men have expressed their appreciation for them. In our estimation Bay-Lifts are a MUST for efficiency in time-saving operation.

EASY TO USE AND SAFE

Moved easily as a jack. Used in or out-of-doors by simply attaching to air hose. Lifts either end of any car with safety. Load is supported by two sets of lifting arms, anchored at 4 points, which will raise maximum load to any height with steady action, minimizing stress and strain. Equipped with automatic safety lock. Weight of suspended load, distributed equally over the bottom frame, eliminates possibility of tipping or falling "off balance".

Write Today For Full Information

See The
Bay-Lift
Demonstration
Booths 31-32-33
Southwest
Automotive Show
Dallas, Texas
March 26-29



BAY MANUFACTURING COMPANY
BOX 578—TORRANCE, CALIFORNIA

NEW YORK OVERSEAS DIVISION, 274 WEST 43RD ST., NEW YORK 36, N. Y.

The BRAKE PARTS MERCHANDISER

with a "one track mind"!

EIS

Brake Business is GOOD business! This sales-packed merchandiser was designed to save you time — and make a better profit for you. The EIS Brake Parts Merchandiser is completely sales-tested — the greatest "brake parts package" ever developed!

If you do Brake Service work

THE EIS MERCHANDISER IS FOR YOU, because: —

All parts, in their factory-fresh packages are right at your fingertips — clearly and easily identified. Reference wall chart tells you quickly what part you want.

If you're a Jobber Salesman

THE EIS MERCHANDISER HELPS YOU, because: —

It provides a quick, complete inventory control. Ordering of fill-ins is speedy and no problem. You know at a glance the stock needed — a great time-saver for you.

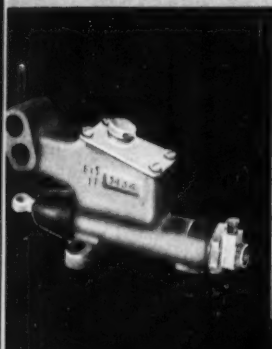
EIS ASSORTMENTS ARE TAILOR-MADE WITH STOCK MEASURED TO YOUR SPECIAL NEEDS

The EIS Merchandiser puts you in the Brake Parts and Service business in the right way — the smart way! Assortments are planned to fit YOUR particular operation with plenty of extra space for expansion — even with the largest assortment! Want to put your Brake Service business on a sound, profitable basis? Order the EIS Merchandiser today! It's got a "one track mind" — ONLY to serve you right!

Write for descriptive catalog describing assortments available as well as other EIS Merchandising Aids.

**GET THE COMPLETE
EIS STORY AT
BOOTH 143**

**EIS
AUTOMOTIVE CORP.
MIDDLETOWN
CONN.**



MASTER AND WHEEL CYLINDERS

For all popular cars
and trucks with new numbers
being constantly added.



"SUPER 40" (Moderate) BRAKE FLUID

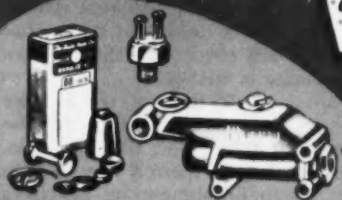
Meets SAE Moderate Duty
Specification #72. Mixable with all
standard brake fluids.
Recommended for all passenger
cars and trucks.



"SUPER 50" (Heavy Duty) BRAKE FLUID

Meets SAE Heavy Duty
Specification #71 for use in
passenger cars, trucks,
buses, taxis and tractors in all
climates.

HYDRAULIC BRAKE REPAIR PARTS



CABLES
FLUIDS
PARTS



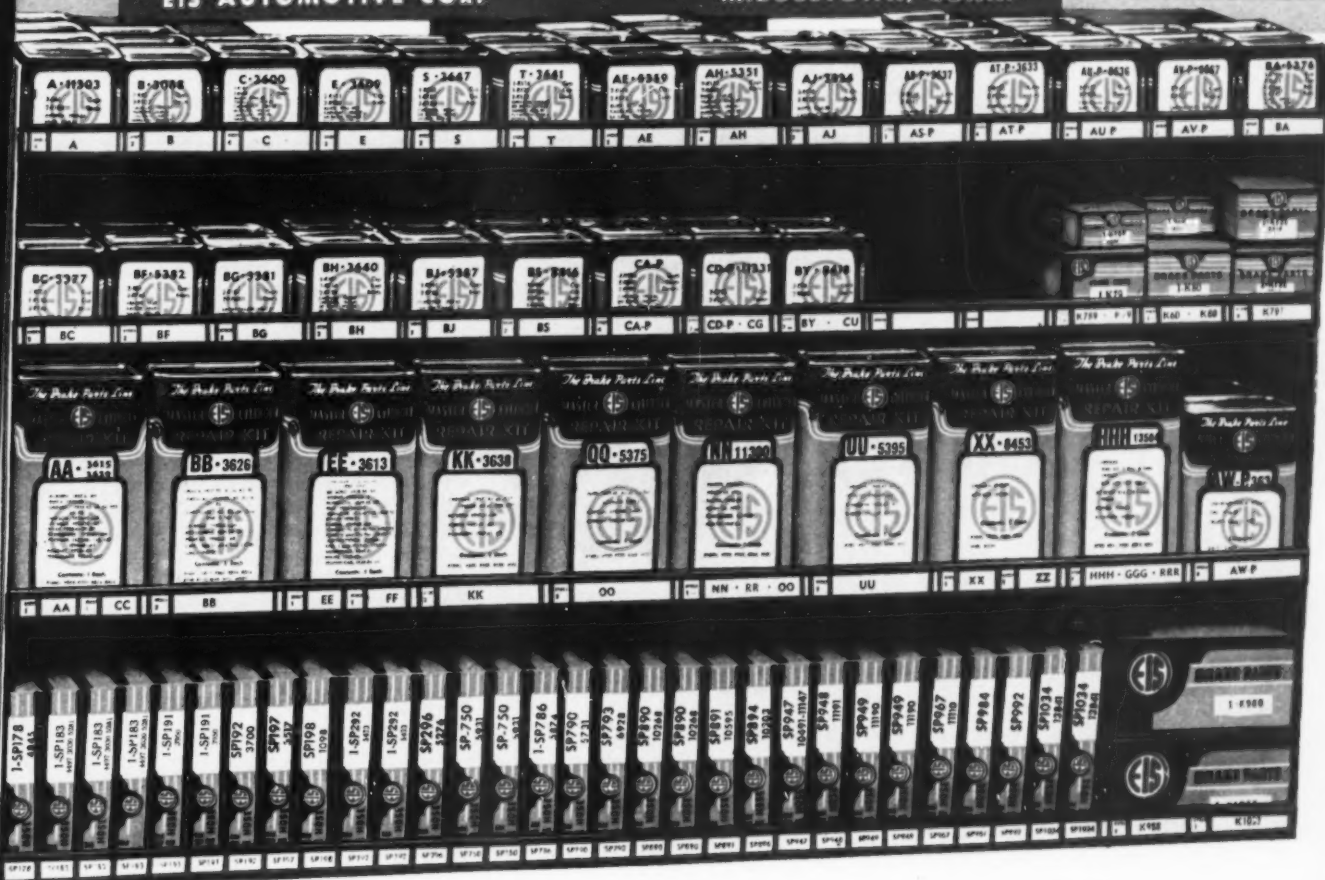
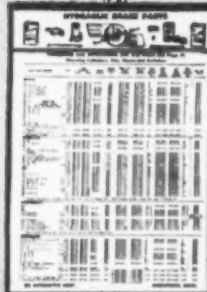
KITS
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CYLINDERS



EIS AUTOMOTIVE CORP

MIDDLETOWN, CONN.

WALL CHART GIVEN
Provides lightning-fast
reference — quicker than
the average catalog.
It's simple and durable.
Hangs on wall.
Furnished with these
EIS Merchandisers.



**EVERY PACKAGE IN ITS PLACE —
A PLACE FOR EVERY PACKAGE!**

EIS packages know their place in this Merchandiser. GROOVED TRACKS keep them standing neatly and in proper position for easy service — easy re-stocking. Numbers are clearly marked. Room for expansion shows at a glance.

**CABINET SIZE — 30" x 17" x 9 1/4" FURNISHED
IN VARIOUS PRICED COMBINATIONS**

Serves practically all Wheel and Master Cylinders on most popular model cars — Ford, Chevrolet, Plymouth, Buick, Dodge, Chrysler, Oldsmobile, Nash, Pontiac, Mercury, Lincoln, Cadillac, Packard, Hudson, Kaiser, Frazer, Willys, Studebaker and most light trucks.

**EIS REPLACEMENT STANDARDS MANY TIMES EXCEED THOSE SET FOR
ORIGINAL EQUIPMENT! ALL UNITS, BRAKE FLUIDS, AS WELL AS
COMPONENT PARTS ARE ENGINEERED AND PRODUCED UNDER ONE
ROOF. PRODUCT CONTROL IS GUARANTEED FROM START TO FINISH!**

Georgia Truckers Post-Card Program Seeks to Make the Highways Safe

How to keep the few reckless truck drivers from wiping out the good impression that more sensible truck drivers have made on the motoring public is a big problem to all truckers.

The Georgia Motor Trucking Association thinks it has one answer in its "driver observation" post

cards now being distributed to members.

Addressed to GMTA headquarters in Atlanta, the cards are printed with a form that makes it easy to supply full information on a driving violation. The card contains spaces for the date, time, highway number, name of truck-

ing company, trailer and tractor number, direction of travel, speed, type of discourtesy and remarks. Space is also provided for the reporting of any courteous act.

When a card comes in, GMTA sends out a letter to the company for which a reported driver works, giving details of the violation. When requested, the observer's name is withheld.

Most truck drivers would like to see the "cowboys" taken off the road but they don't like to tattle. The cards give them a way to help cut down on dangerous practices by reporting them through the association.

Companies have been quick to cooperate by warning drivers who have been reported and even suspending them in some cases.

At present, the tractor-trailer of the commercial trucker is involved in only 2½ per cent of Georgia's fatal highway accidents, GMTA reported.

Kansas City Mower Co. Expands Facilities

AUTOMOTIVE firms handling power lawn mowers may be interested in the recent expansion of the manufacturing and warehousing facilities of Kansas City Mower Co., North Kansas City, Mo.

The firm is now occupying a new plant at 1331 Clay, where about 50 persons are employed. In addition to space for three assembly lines, the building includes a 100,000-square-foot warehouse and a 15,000-square-foot parts depot, President Ivan J. Sutton said.

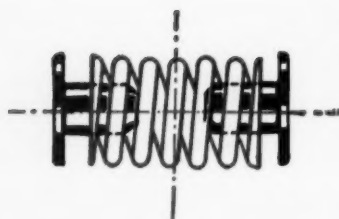
Charlotte Dealers Elect Williams as President

C. E. WILLIAMS of Lee A. Folger, Inc., has been elected president of the Charlotte (N. C.) Automobile Dealers Association. W. S. McCall is vice-president and Frank E. Woods is secretary-treasurer.

Directors include: Herman Moore, Joe Blythe, C. W. Upchurch, Jr., Hugh Ashcraft and E. O. Anderson, Jr.

Rippy Heads Dealers

J. Fred Rippy, Jr., Coastal Motors, Inc., has been elected president of the Wilmington (N. C.) New Car and Truck Dealers Association. H. C. Cale was named vice-president and D. W. Rodwell was named secretary-treasurer.



HUB SPRINGS LAST LONGER

The spring supports in the Accurate Powerflex clutch plate provide a full bearing surface for both ends of each spring, thereby greatly increasing the effective life of the springs. In addition, they prevent springs from collapsing, breaking, or becoming loose and rattling. This ingenious and exclusive use of spring supports, enables the Powerflex plate to dampen vibration more efficiently and to give the car-owner many extra miles of good clutch service!



Exclusive Features of the POWERFLEX CLUTCH PLATE

- Self-Aligning Hub Splines
- Flat-Top Cushion
- Spring Supports
- Safety Stops

WRITE FOR DETAILS



There's a New Powerflex Clutch Plate
in Every ReNu-Accurate Clutch Set



Accurate Parts Mfg. Co.
12435 EUCLID AVENUE • CLEVELAND 6, OHIO



"You can INCLUDE ME OUT!"

Maybe I learned the hard way, but now I know. Buying "specially priced" or "bargain" thinners and reducers is a sucker play! Today I buy one thing, and that's *uniformity!* That's why I never gamble—use only Martin-Senour thinners and reducers. They're **FACTORY-PACKAGED** and **FACTORY-SEALED**. I know what I'm getting and the performance I can expect. And I know when I promise my customers satisfaction in a paint job, they're going to get it! When it comes to taking chances with "bargain sale" thinners and reducers, you can "include me out!"



MARTIN-SENOUR THINNERS AND REDUCERS INSURE UNIFORM PERFORMANCE, TWO-WAY PROTECTION

M-S Lacquer Thinners

6286—PREMIUM THINNER for top quality results. Recommended when the smoothest possible finish is desired.

6295—"GENERAL USE" THINNER—medium drying. Recommended for all 'round shop use with lacquer colors and undercoats.

6298—FAST DRYING THINNER—economical price. Often preferred for undercoats.

M-S Synthol Reducers

8001—FAST DRY—Recommended for cold weather use and where conditions require fast drying.

8002—FLEET REDUCER—Slow drying. Recommended for fleet and commercial work.

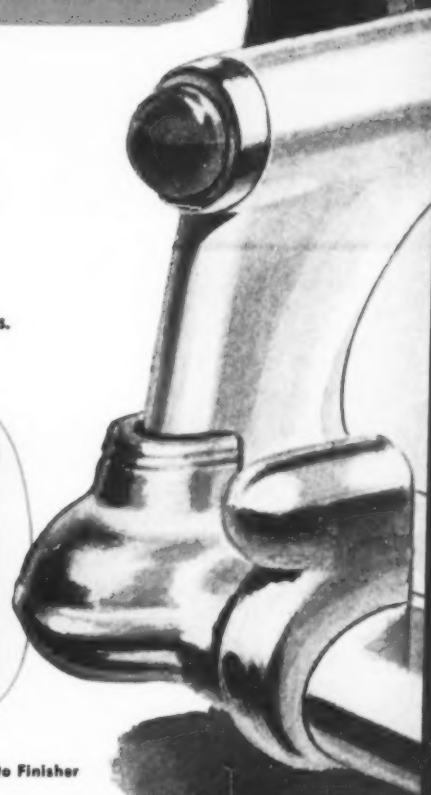
8004—SYMETRO-FLOW—Amazing flow without retarding dust free or drying time.

See Your N.A.P.A. Jobber for Martin-Senour Thinners and Reducers

MARTIN-SENOUR

2520 South Quarry Street, Chicago 8, Illinois

Factory Packaging ... the only Positive Control from Factory to Finisher



AUTO-LITE Bull's-Eye

Here's why it's easier to sell Bull's Eye . . .

Auto-Lite Bull's Eye is guaranteed to burn even when lens is cracked or broken.

Auto-Lite Bull's Eye concentrates more light into main driving beam.

Auto-Lite Bull's Eye is sealed under 9000 lbs. per square inch pressure to keep moisture and dust out.

Auto-Lite Bull's Eye is specified as original factory equipment on leading makes of cars and trucks.

Auto-Lite Bull's Eye is backed by national magazine, television and radio advertising.

Order Auto-Lite Bull's Eye Lamps from your Jobber Today!

From coast to coast Auto-Lite dealers are reporting Auto-Lite Bull's Eye sales at an all-time high. Car owners are switching to the lamp that won't BLACK OUT. So be sure you're handling this distinctive original equipment lamp . . . boost your sales and profits! Order from your local Auto-Lite jobber today or write to

THE ELECTRIC AUTO-LITE COMPANY

Toledo 1, Ohio

Merchandising Division

Toronto, Ontario



SEALED TIGHT — STAYS BRIGHT . . .



Sales at All-Time High

...because car owners want the
lamp that won't black out!



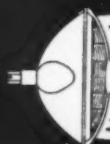
Ordinary lamp blacks out when the lens is cracked or broken



Auto-Lite Bull's Eye keeps burning even when the lens is cracked or broken

The Auto-Lite Bull's Eye is the only lamp that provides double safety. First, nothing but a metal-back sealed beam unit like the Auto-Lite Bull's Eye continues to burn even when the lens is cracked or broken. All other types black out at once . . . the Auto-Lite Bull's Eye continues to give light. The second safety feature . . . the exclusive Bull's Eye concentrates more light into the main driving beam, for easier, safer driving.

THE
Bull's-Eye
MAKES THE
DIFFERENCE



Concentrates MORE light into the Main Driving Beam!

TUNE IN "SUSPENSE!" . . . CBS RADIO MONDAYS . . . CBS TELEVISION TUESDAYS

ONLY AUTO-LITE MAKES THE BULL'S EYE

Servicing New Powerglide (Continued from page 103)

Planet assembly and input shaft service is the same as in previous model with the exception of a new snap ring on the input shaft which acts as a stop to insure the input shaft floating forward.

During reassembly of the transmission unit take care in making the sensitive reverse servo adjustment, tightening the adjusting screw with tool J-4277. Use one hand to turn down while checking

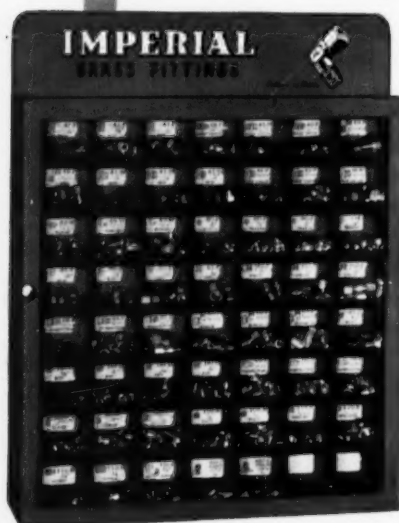
1953 Powerglide Torque Specifications

Converter cover assembly to converter pump	15-20 ft. lbs.
Transmission case to housing	25-30 " "
Low and drive valve body to cover	3 1/2-5 " "
Low and drive body assembly to housing	12 1/2-15 " "
Modulator housing and cover assembly to case	12 1/2-15 " "
Servo case to case	12 1/2-15 " "
Governor cover to case	6 1/2-8 1/2 " "
Valve body bolts	7 1/2-10 " "
Rear pump assembly to case	12 1/2-15 " "
Universal joint assembly to planet carrier	25-30 " "
Ball joint collar to case	8-12 " "
Speedometer driven gear fitting	45-50 " "
Brake band adjusting screw lock nut	20-25 " "

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Find Fittings Faster

the IMPERIAL PANORAMIC Way . . .



Cabinet is included

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complete unit at
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- Every item is in plain view through the Glass Door of this sturdy steel cabinet.
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- Takes no shelf or bench space . . . hangs on wall or end of bin.
- Saves you time and money . . . eliminates costly pickups and delays.
- Contains 224 fast moving fittings.

**No. 440-F — Imperial Panoramic
Brass Fitting Stock, complete with
224 parts. Dealer's Cost.....\$22.55**

Ask for Catalog No. 124

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YES, I would like to have an Imperial Distributor give me full information on the new No. 440-F Panoramic Brass Fitting Stock.

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Individual.....
Street Address.....
City & State.....
My Distributor is.....

end play in linkage by grasping reverse servo return spring with other hand. Continue turning down adjusting screw slowly until end play as felt by push-pull on piston assembly is taken up. Then back off adjusting screw 1/4 to 1/4 turn and tighten lock nut securely.

Use same tool to tighten low servo adjustment screw down solid and back off four complete turns and tighten lock nut; then replace adjusting screw cap.

When installing converter assembly in housing, align front pump drive gear lugs with drive slots in converter pump hub. Caution: After converter is installed, check to insure engagement of converter pump hub drive slots in lugs of front pump drive gear. The dimensions should be 9/16" or less.

Install converter holding tool J-5384 to converter housing, and after transmission is assembled, remove the extreme lower rear low and drive valve body cover bolt and lock washer. Rotate the throttle valve control outer lever assembly clockwise to the closed throttle position (to definite stop). Hold in this position and, using throttle valve outer lever positioning gauge J-5391, measure the distance between the open hole in the drive valve body cover and the hole in the outer lever. If the large pin in this gauge will go in the open hole in the cover and the small pin in hole in the lever, the adjustment is correct. If not, loosen lever to clamp attaching bolt and adjust accordingly. Caution: If adjustment is made, be sure that it is made with lever in closed throttle position.

Install "O" ring seal on universal joint ball seat. Install universal joint ball seat. Using four new shims, install ball and collar and tighten attaching bolts — eight to 12 ft. lbs. If ball cannot be moved



Spring change-over time is a good time
to install

MOPAR

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GENUINE CHRYSLER CORPORATION PARTS AND ACCESSORIES



Display this sign to let people know you recommend and install MOPAR parts. For details about obtaining a free MOPAR sign, mail in coupon today.

Engineered especially for Plymouth, Dodge, De Soto and Chrysler cars and Dodge "Job-Rated" Trucks!

When draining radiator and crankcase for a spring change-over, it's a good idea to make a quick check of the cooling and ignition systems. You can do your customers a good turn by pointing out a worn fan belt, radiator hose, spark plugs and other parts that should be replaced.

For these and any other repairs or replacements—on cars or trucks—you can do a *better* job with MoPAR parts. They are engineered by Chrysler Corporation and *made to the same high standards as the original parts*. Because they're made right, they fit right and work right!

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by hand, add shims until a smooth firm adjustment is obtained. If ball moves freely by hand, remove shims until firm adjustment is obtained. (Ball joint collar oil seal [cork] should not be installed when making this adjustment.) When proper number of shims is ascertained, remove ball and collar and seat.

Installation of Powerglide in vehicle is same with following exceptions:

1.—Just before aligning the "X" marks on the converter cover and

flywheel, remove the converter assembly holding tool J-5384, taking care that converter doesn't move forward and disengage pump hub drive slots from lugs of front pump drive gear. Connect throttle valve control rod to lever. Using oil filler tube and funnel J-4264, place three quarts of automatic-transmission fluid in case. Start engine and complete filling.

Spark plugs must operate in 1,500-degree temperatures, giving up to 2,000 sparks a minute.

Let's Estimate 'Em Right!

(Continued from page 85)

serial number, (6) license number, and (7) mileage reading of speedometer.

The instruction section of the sheet should be divided into columns that will show, with adequate space provided, the instructions, parts prices, labor charges and totals of labor and parts.

Complete evaluation of damage prior to beginning the estimate:

Before the written instructions are started, the vehicle should be examined to determine the extent of apparent damage, the line of impact, the possibility and extent of indirect damage, and what cumulative damage there may be.

A conference with the owner or driver of the vehicle will generally disclose such results of the collision as skidding into curbs, line of impact, bouncing over embankments and any unusual driving characteristics noted after the collision. With the knowledge gained by this evaluation, the estimator can then choose the most logical starting point and prepare the estimate in an intelligent manner, knowing what repairs are to be anticipated.

The estimator should very diplomatically, but firmly, refuse any request by the owner to cover the owner's deductible charge, and cumulative damage.

Neat, clearly-written and complete instructions:

Regardless of how much effort is put into drafting an estimate sheet, or how well the damage is evaluated, it will be to no avail unless the estimate instructions are readable and complete in detail.

Neatness is a sign of quality. The estimate sheet should be kept clean and the written instructions made legible with as few abbreviations as possible. Estimates do not have to be typed; however, it is recommended that copies for additional files be typed or printed.

The instructions should be made in full detail so as to prevent any chance of misinterpretation. If a group of related repairs is included in one quoted price, the instructions should be clearly marked as such. Replacement or repair of any item should be positively stated.

Proper grouping of related damage:

It is essential that all items of repair be listed in such a manner that related repairs be grouped

YOU ASKED LYNCH FOR

A LARGER COMPRESSOR

A NEW STANDARD OF EFFICIENCY

MORE AIR PER DOLLAR

Here is the newest

PAR

7½ H.P.

and

10 H.P. UNIT



FEATURES

- Optional increment starting
- Centrifugal unloading
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- Ring and centrifugal force oiling
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- Simplified system of constant speed unloading
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The new PAR 7½ H.P. and 10 H.P. tank mounted two stage Air Compressor outfits are what you've wanted for years. They're built for rugged service, precision engineered to produce the highest standards of efficiency.

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*Just what the car
doctor ordered!...*

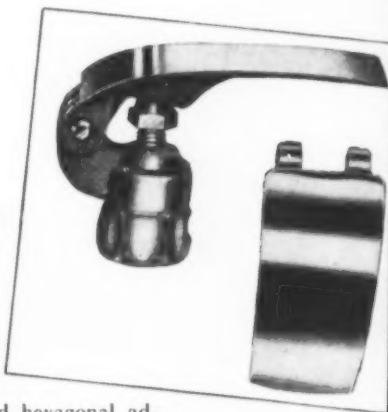
PORTER-FERGUSON

Hydro-Midget UNIT PF-1



SEE US AT THE SOUTHWEST AUTOMOTIVE SHOW, DALLAS, TEXAS
MARCH 26-29, BOOTH 24

Pick up this modern, compact tool carrier with its expert selection of lightweight, high-strength body repair power tools — open it alongside the “beat-up” car. It handles a surprisingly wide range of car and light truck repairs, matches your skill in fast, efficient and satisfying results! With this unit, you have the husky Hydro-Midget 3-ton hydraulic jack — with all-position self-retracting ram — together with extensions and attachments — plus the new and versatile adjustable spoon . . .



Yes, . . . including the NEW ADJUSTABLE SPOON!

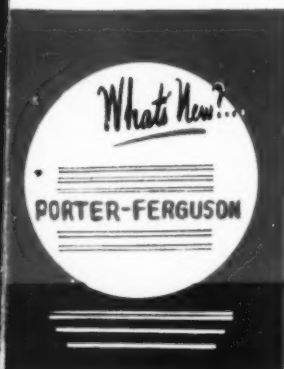
Here's tool engineering that simplifies your operations, decreases your expense! It takes over the duties of fixed-angle spoons, saves changing, needs no adapter, attaches directly to extension tubing or jack. Exclusive in design, its crowned hexagonal adjusting screw moves the spoon up or down to the exact needed contour — the only spoon that adjusts so closely! The assembly has two spoons, precision-made with polished surfaces, high and low crown to meet every panel requirement. Order from your Porter-Ferguson jobber!

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H. K. PORTER, INC.

74 FOLEY STREET — SOMERVILLE 43, MASS.



into a single component of the over-all estimate. For example, all repairs necessary to a front bumper, such as replacement of the face bar, guards and the alignment of the supports, should be grouped together and one labor cost shown for completion of the included repairs.

The use of this method will help eliminate the possibility of overlooking needed repairs and will speed up the process of preparing the estimate and in checking the estimate against the vehicle. Since

the estimate is started at the point of greatest damage, that portion of the damage should be thoroughly covered before moving on to the next area of damage.

Prevention of over-lap in labor charges:

This is one of the most frequently made mistakes found on an estimate. The common reason for this is improper planning of the estimate. This includes failure to properly group related damage, evaluate the damage prior to beginning the estimate, and lack of

complete instructions listed as the estimate is made.

When there will be a great amount of damage to be considered, it is well to list all the damage first and then start at the beginning of the estimate and price the labor.

Full statement of needed parts and correct price of each part shown:

The estimate must show the complete list of parts in order to be comprehensive. Care must be exercised in pricing parts to show correct parts prices, and to include the price of all parts to be used. Failure to do so will require extra time to correct the estimate and, quite often, the estimate does not get corrected, resulting in a loss by the repairman of the cost of the neglected parts. Since parts are quite expensive, this can be a great loss on a job where a lot of parts will be used.

Correct statement of labor charges:

Flat-rate time is the basis upon which most repair labor is figured. Therefore, this should be considered at all times in the quotation of labor charges with proper allowances made for related repairs.

When a repair is needed and there is no set flat-rate time guide, then the estimator must use his own judgment in determining the time that will be required to do the job and, in accordance with the hourly labor rate under which his shop operates, quote the cost of labor that will be charged.

Accurate addition and subtraction of figures:

This may sound "beside the point," but it is surprising the jobs a shop loses because of incorrect addition or subtraction of totals of the estimates. Many times these totals are quoted over the telephone and before the error is noted the job is awarded to another shop whose estimate was correctly prepared.

Correct parts discount:

It is customary in some parts of the country to allow a discount on parts to the insurance companies. For some makes of cars the discount will vary because of a low discount to the dealer by the manufacturer on certain replacement parts. When such parts are figured on an estimate, they should be marked as low-discount items so there will be no cause for incorrectly figuring the proper discount on total amount of parts.

Elimination of "open items:"

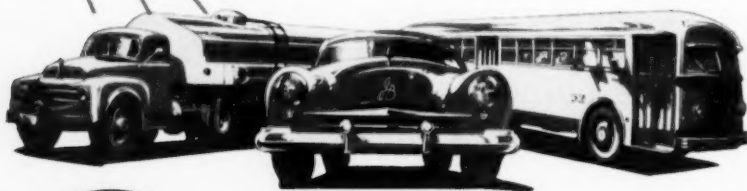
(Continued on page 142)



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makes of
cars,
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buses

You can rely on the quality, the fit and the performance of Johnson Bearings for any automotive installation. They are precisely made to the specifications of each car, truck or bus . . . equal to or superior to those furnished as original equipment. Johnson Engine Bearings are packed in complete sets for each model . . . also in sets of con-rod, main and camshaft bearings, and miscellaneous bushings and bearings. The name JOHNSON is your assurance of complete satisfaction.

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GRIZZLY EXCHANGE BRAKE SHOE LININGS NOW IDENTIFIED BY MAKE AND GRADE

Buying exchange shoes need no longer be a gamble! Now you can be sure that you will get the exact type of lining you order! For your Grizzly Distributor now clearly brands each Grizzly-lined exchange shoe with the Grizzly name and grade.

So now, with this complete product identification, it pays more than ever to fill your brake lining needs through your Grizzly Distributor. He is fully equipped to give you fast,

complete exchange service. He is well stocked with the finest brake linings you can buy—Grizzly SAFTIBOND-SYNCRON or SAFTIBOND-SILVERTIP for bonding... and Grizzly SYNCRO or SILVERTIP drilled and countersunk sets for riveting.

Get your money's worth—buy 'em branded from your Grizzly Distributor! Grizzly Manufacturing Company, Paulding, Ohio.



Grizzly Drilled and Countersunk Sets
Silvertip for deluxe or severe service... Syncro-Sets for standard duty. Individually boxed.

Most Grizzly Distributors pack branded relined shoe sets in cartons, labeled with FMS Set No. and lining type.



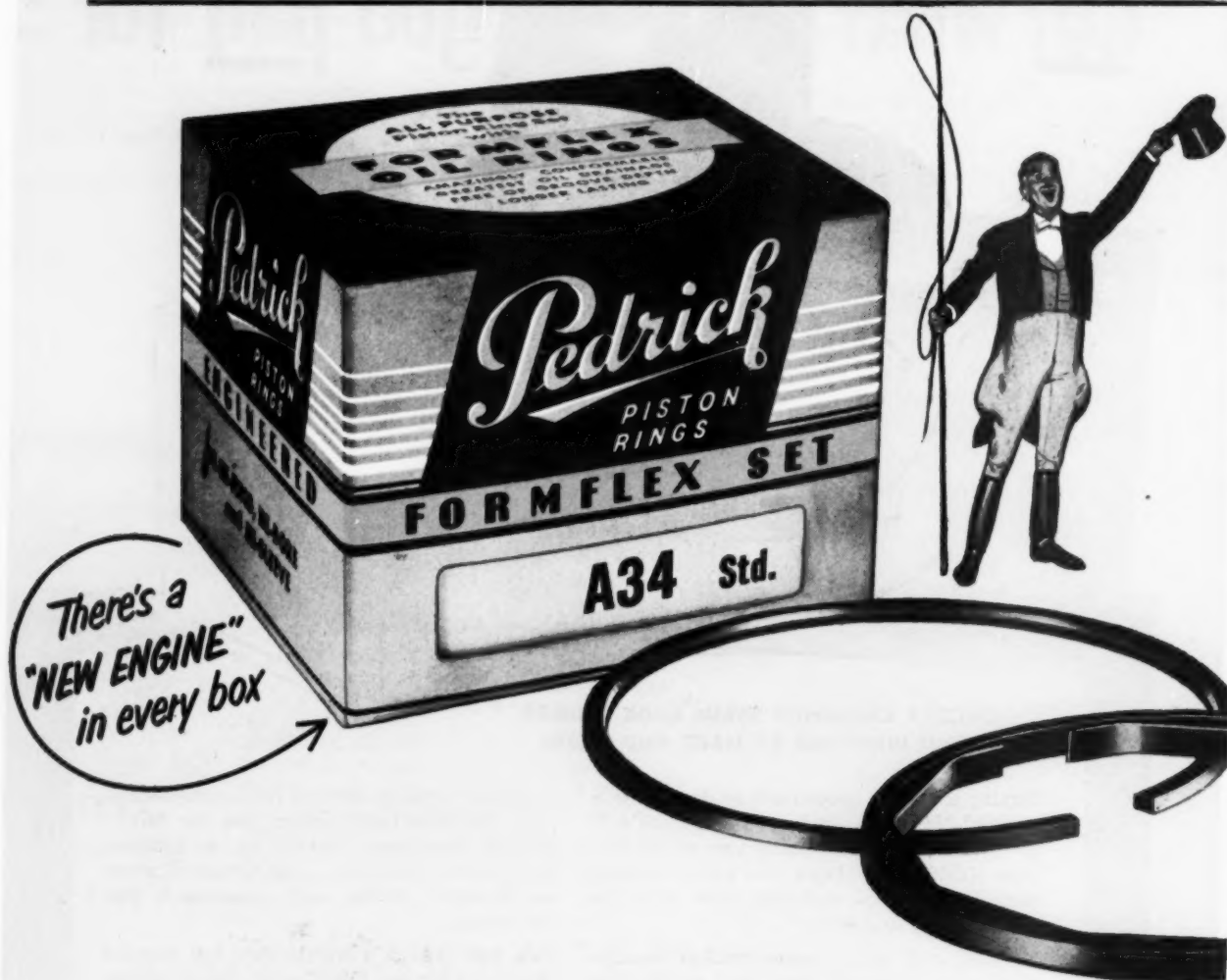
Bear in Mind  ... Ask for

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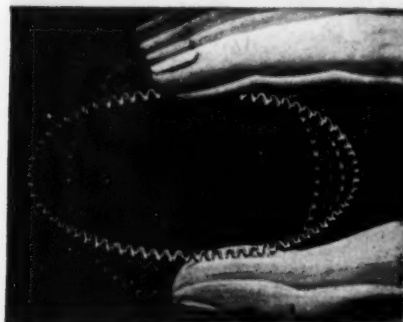
NATIONALLY ADVERTISED!... Big, dramatic Grizzly ads appearing regularly in *The Saturday Evening Post* and *Collier's* and closely coordinated Grizzly merchandizing material help you get more brake service business!

YOU'RE THE RINGMASTER with Pedrick



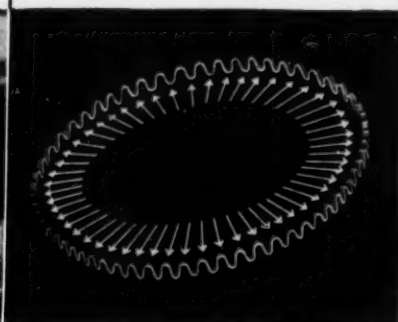
AMAZINGLY CONFORMABLE

Because of revolutionary new expander—The Pedrick Equalizer. Gives even contact with cylinder all around.



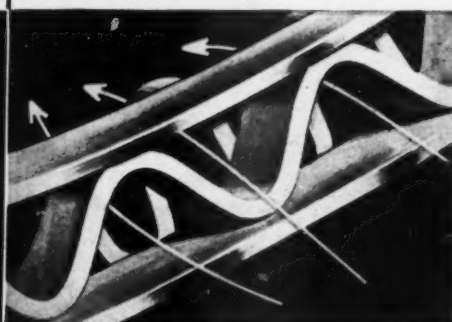
UNIFORM PRESSURE DISTRIBUTION

The Equalizer gives equal outward pressure at all points, with less friction and far longer life.



ALMOST TRIPLE OIL DRAINAGE

Because of 2½ times more open area provided by the Equalizer and spacer. Eliminates any chance of plugging.



FORMFLEX Engineered Sets

Guaranteed to Out-Perform on any job—Re-ring... Re-bore... Re-sleeve!

These new, sensational Pedrick Formflex engineered sets have the most revolutionary oil ring in automotive history. Here, for the first time, is a multiple-piece oil ring for use in all kinds of engines—regardless of

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Pedrick

FORMFLEX PISTON RINGS

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In Canada: Wilkening Manufacturing Co. (Canada) Ltd., Toronto



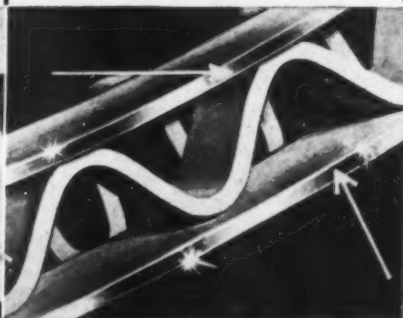
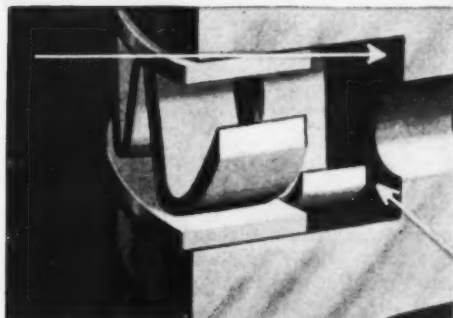
FORMFLEX OIL RING (patent applied for)

INDEPENDENT OF GROOVE DEPTH

The Equalizer does not rely on contact with bottom of piston groove for its pressure or tension.

CHROME FOR LONG LIFE

The faces of the two steel rails are chrome plated for two to four times longer life.



Open the door to more engine work and bigger profits by featuring the "Blue Plate Special."

Get the "Blue Plate" kit for dealers from your jobber... and put it to work. It's got what it takes!

Let's Estimate 'Em Right!

(Continued from page 138)

This is a touchy subject, to say the least. While some estimators try to hold down the amount of open items on an estimate by guessing at some questionable damage, or include such damage just to make sure, others are just as extreme in leaving everything but the most apparent damage open. Both policies are equally wrong.

If there is some item of repair

upon which the extent of damage cannot be determined at the time the estimate is made, the estimator should notify the owner and the adjuster of this condition and attempt to get the necessary authority to make whatever repairs are needed to definitely establish the questionable damage.

It is not unusual for this situation to occur, for oftentimes, due to the condition or location of the wrecked vehicle, it is not feasible to determine the full extent of damage until the vehicle is moved

into a more suitable location, or certain repairs are made that will enable the estimator to inspect the questionable item.

Other factors in promoting desirable relations between owners and adjusters are promptness and efficiency. Many shops lose business because of unnecessary delay and slipshod preparation of estimates. When a request for an estimate is received, the estimate should be made in an efficient manner with as little delay as possible.

When the estimate is completed, the estimator should call in the amount of the estimate to the owner, or adjuster, and then mail them a copy of the estimate, unless other arrangements have been made. The estimator should report to the owner, or adjuster, any unusual or peculiar circumstances that may be encountered when the estimate is made.

The repairman must refrain at all times from giving the impression that he is never wrong about the price he charges. He should be willing to reason out any question that might arise on some item of repair listed on his estimate.

Insurance adjusters will also do well to keep this in mind. Many estimators feel that the adjuster is simply trying to chisel the estimate as low as possible, regardless of whether or not the final price is sufficient to do the job.

The adjuster's only motive should be to reach an agreed price for making the needed repairs which will be representative, and yet allow the repairman a fair margin of profit.

Unfortunately, some repairmen view, very dimly, the above statement and voice their opinion of the adjuster to the owner; the owner is already in a low state of mind and often becomes angry and hard to reason with; the adjuster gets disgusted and becomes more exacting about the price of the job, and when this vicious circle is completed, the repairman invariably finds himself behind the proverbial eight ball and has a dissatisfied owner, a disgruntled adjuster and a job to do that has been reduced to a minimum of profit.

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Robert E. Nordley, formerly an automobile dealer in South Texas, has been appointed field representative for the Texas Automotive Dealers Association.

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The secret of selling more fuel pumps is **TESTING**

... Replace **EXPENSIVE** breakdowns.

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12 Popular New KEM Fuel Pumps with Lifetime Pleated Diaphragms



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He's the Acme field man near you. Right now he's showing a profit-minded paint shop just how profitable the operation can be—the Acme way. He's pointing out how expert color matches build a top reputation for the entire shop—through customer satisfaction. He's showing how time—valuable time—and paint inventory can be cut way down . . . how the shop can be neater, more compact and complete—a paint "factory" of its own. The Acme man-in-your-area can point the way to greater paint shop volume and profits for YOU. Just send the coupon and we'll see that you get the whole story right away on why . . .

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The ACME WAY

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Yes, I'd like to see what your Acme man will tell about paint shop profits. Have him contact me for an appointment.

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101 WRITE FOR CURTIS LITERATURE ASSEMBLY KIT C-6—Gives full information on Curtis Air Compressors, Curtis Car Washers and Curtis Auto Lifts. Curtis Pneumatic Machinery Division of Curtis Mfg. Co., 1938 Kenlen Avenue, St. Louis 20, Mo.

102 TWELVE PAGE BOOKLET IN COLOR illustrating two specialized materials for ODOR CONTROL in industrial housekeeping and plant sanitation work. Oak-ite Products, Inc., 22 52F Rector St., New York, N. Y.

105 WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN—Discusses in detail straight air and air-over-hydraulic air braking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with diagrams, cross section drawings, and photographs. Lists by catalog numbers component parts as well as field installation kits. Write for Catalog KU-201, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

107 HOW PYROIL PROTECTS — a pamphlet describing in detail the way in which Pyroil protects the moving parts of engines. Pyroil Co., 122 Main St., La Crosse, Wis.

109 AMMCO HONING, ENGINE REBUILDING, AND BRAKE SERVICE TOOLS AND EQUIPMENT — Catalogs describing the Ammco line of Wet and Dry Pin Fitting Honing Machines, Brake Shoe Grinders, Brake Drum Lathes, Brake Shoe Setting Gages, Brake Drum Micrometers, Brake Cylinder Hones, Con-Rod Aligners, Main and Camshaft Bearing Boring Machines, Ridge Reamers, Cylinder Hones, Surfacing Hones, Torque Wrenches, Small Bore Hones, Tappet and Rocker Arm Grinders and other tools. Ammco Tools, Inc., 2110 Commonwealth Ave., North Chicago, Illinois.

110 THE PERFECT CROWN — Earle Estes Mfg. Co. is offering a 4 page booklet in color illustrating and describing how the CROWN original valve pad SILENCES clicking noise and LUBRICATES rocker arms in all valve in head engines. Earle Estes Mfg. Co., Union City, Ga.

111 SELECTION GUIDE OF SPECIALIZED LUBRICATION TOOLS—Set up in chart form covering 19 makes of cars and 8 specialized tools. Especially helpful to inexperienced operator, making it practically impossible to select the wrong gun or accessory for any given operation. Also has chassis drawing pointing out every part named. Form No. 34-808. Alemite Div., Stewart Warner Corp., 1826 Diversey Parkway, Chicago 14, Illinois.

112 CONTOUR SPACER RING — Descriptive literature and specifications on the new Accurate contour spacer ring, castor shims and the no-slip wheel weights. Accurate Weight Mfg. Co., P. O. Box 1063, Americus, Ga.

117 SCHWAIGER'S NEW CLAMP LOCK NUT will hold like welded on old worn-out threads. It has been tested to stand 50 tons pressure. Can be removed without injury to threads and used over and over. You can get exact adjustment to bearing since no key is needed. Tapered thread locks the nut. Schwaiger Mfg. Co., P. O. Box 154, Cullman, Ala.

118 IDLER ARM ADJUSTER — Descriptive literature about the D & V idler arm adjuster for center point steering assembly on 1949-52 Chevrolets. Eliminates front-end noise, excessive wear on steering assembly, road shock and car weave

caused by worn idler arm. D & V Mfg. Co., 1953 Bessemer Road, Birmingham, Ala.

119 RAMCO SERVICE MANUAL — 5th edition. Illustrated. Gives complete data on piston ring installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramsey Corp., 3698 Forest Park Blvd., St. Louis 8, Mo.

120 SAMPLE FABRIC BOOK—of the Horco plastic coated fabrics for custom seat covers. Waterproof, stainproof and flame resistant, they are available in wide variety of colors. Hodgeman Rubber Co., Framington, Mass.

121 "ARCWELL" restored crankshafts are guaranteed: against defective workmanship, to be within mfrs. standard specifications, properly aligned and balanced, to never flake, loosen or part from parent metal. Write for 8 page folder giving complete details. Standard Crankshaft & Hydraulic Co., Inc., 2917 Rozella Ferry Rd., Charlotte, N. C.

122 INSTRUCTION BOOK and technical data on automotive wheel alignment, frame straightening, wheel straightening, and wheel balancing. Other books and pamphlets available on tire conservation methods and steering adjustments. Bear Manufacturing Company, 20 35th Ave., Rock Island, Ill.

123 PERMATEX TOON-OYL is a scientifically developed product. It is a combination engine-carbon solvent, sludge preventative and film pressure-resistant. Its use produces smooth engine operation and gives protection against the formation of acid sludge and film breakdown. Permatex Co., 1720 Avenue Y, Brooklyn, N. Y.

124 MCCORD RADIATOR-CORE CATALOG—Replacement radiator cores for popular cars, trucks and tractors are listed in alphabetical order, along with a size chart showing dimensions of McCord cores. It also lists complete radiators for Ford and Chevrolet. McCord Corp., 2587 E. Grand Blvd., Detroit 11, Michigan.

126 REFINISHING SPECIFICATIONS—The Andrew Brown Co. has made available their 30 page booklet on refinishing, contains 4 sections, (1) Trouble Shooting—showing cause, remedy and prevention of many troubles, in chart form, (2) Table of Quantities, (3) Methods and Products, (4) Mixing and Matching. It is an excellent, well planned book with much helpful information. Andrew Brown Co., 5431 S. District Blvd., Los Angeles, California.

128 FREE SHOP AID—"Quick Check Tips No. 1" tells how to spot and correct trouble in the electrical circuit in minutes. Arrow Armatures Co. Box 1428, Spartanburg, S. C.

129 TOOL AND WRENCH KITS—literature showing complete line of drop forged, competitive priced Metcoid kits. No guessing—shows each kit as packaged and gives size and also usage information. Metal Engineering Co., Plano, Ill.

132 AUTOMOTIVE SERVICE GUIDE—a practical & factual presentation of the use of Impacttools in automotive servicing. Contains time study reports showing how dealers & shops can increase profits for both themselves and their mechanic. Auto service guide for Chevrolet & Ford now available. Ingersoll Rand Co., Phillipsburg, New Jersey.

133 SUPPLEMENT NO. 2 FOR CATALOG NO. 500-E — Features more than 200 Champ-Item automotive replacement

parts for all makes of cars. A handy service book. Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

134 STREAMLINE CATALOGS on Moog Coil action front end parts, coil springs, chassis parts and electrically heat-treated springs for cars and trucks. Moog Industries, Inc., 6651 Easton Ave., St. Louis 14, Mo.

138 SPARK PLUG SPECIFICATION CHART — covering all types of installations, designed to hang on wall, includes correct procedure on installing and servicing spark plugs. Merchandising Division, Electric Auto Lite Co., Toledo, Ohio.

140 PRESSURIZED COOLING SYSTEM —servicing and maintenance of the pressurized cooling system is detailed in a booklet available from Stant Mfg. Co., 1620 Columbia Ave., Connersville, Ind.

142 IGNITION — Catalog on Automotive Ignition parts, wire and cable backed by customer satisfaction since 1921. Guaranteed by Andrews Mfg. Co., 3205 Locust St., St. Louis, Mo.

143 NATIONAL MACHINE LINE—New, fully illustrated pamphlet describing function and construction of National Drive Shaft Bushing and Seal Assemblies, Universal Joint Ball Housing Kit, Transmission Case Ball Seat and Coleman Steering Compensator for Chev. Cars & Pickups and most GMC Pickups. Special Pinion Bearing Assembly for most Chev. Buick, Olds and Pontiac models. National Machine Works, Inc., 1800 S. Broadway, Oklahoma City 9, Oklahoma.

145 HOW TO SOLDER — 16 pages of practical hints on soldering. Non-technical and designed to assist with everyday soldering. Federated Metals Div., 120 Broadway, New York 5, New York.

146 CHAMOIS ROLLER — Complete literature showing the Speedy line of electric and manual chamois rollers, chamois and concentrated chamois cleaner. Speedy Mfg. & Sales Co., 523 N. Bivins, Amarillo, Texas.

147 COOPER PASSENGER CAR TIRES —A colorful catalog sheet showing the Cooper line of passenger car tires. Manufacturers Warehouse, Inc. 684 Spring St., N. W. Atlanta, Georgia.

148 CLUTCH CATALOG — A streamlined 54 page catalog (No. S-53) containing complete alphabetical listings of clutch sets, clutch plates, pressure assemblies, release sleeves, bearings, forks and flywheel pilot bushings for all popular makes of passenger cars and trucks. Accurate Parts Mfg. Co., 12435 Euclid Ave., Cleveland 6, Ohio.

150 ELECTRIC POWER DRIVE—Bulletin DH 397 contains complete information on the New Manley P D-3 electric power drive which now requires no power take-off. Gives the operator a movable push-button control make, a safe easy one-man job of tough hoisting operations. Manley Div., American Chain & Cable, York, Pa.

151 "SELECT-O-CHART" illustrates 371 panels for late model cars, 1949-1951. The Select-O-Chart simplifies ordering and shows at a glance what panels to use and where they go. Schofield Mfg. Co., 1146 E. 222nd St., Cleveland 17, Ohio.

152 E-ZEE-ON DOOR REPAIR PANEL CATALOG—Illustrates the complete E-Zee-On line for most car models 1941-1952 both passenger car and trucks. Graver Industries P. O. Box T 4027, Cleveland 23, Ohio.

154 V-C CLEANSERS — complete information on the new improved V-C line of cleansers, includes: V-C ZIP (heavy-duty steam cleanser) V-C TUFF (heavy-duty concrete cleanser) V-C ROY (concrete cleanser) V-C Gel (water conditioner). No cost or obligation for the complete Virginia-Carolina Informational Literature. Virginia-Carolina Chemical Corp., Chemicals Division, 401 East Main St., Richmond, Va.

155 NITESHAD BLUE—23-page color folder showing how the Arco Color Bar enables any of 3000 color shades to be matched in a matter of minutes. Pictorially depicts the Color Bar, illustrating its efficient and speedy operation. The Arco Company, 7301 Bessemer Avenue, Cleveland 27, Ohio.

156 BROLITE TRAILER FINISHES OF APPLICATION—this folder gives a simple, concise summary of the most efficient trailer finishing methods. It is the result of years of testing, research and practical application in the trailer finishing field. Publications Department, Andrew Brown Co., 5431 S. District Blvd., Los Angeles 22, California.

159 CONNECTING ROD RECONDITIONING bulletin for automotive shops describing a new simplified method of grinding and honing connecting rod caps and bearing bores. It gives operation details and full information about the new model 125 Rod-master connecting rod grinding and honing machine. The new machine tool fits in small space on a bench and is fast and accurate. Storm-Vulcan Inc., 2225 Burbank St., Dallas, Texas.

160 NEW BLACKHAWK PORTO-POWER CATALOG NO. P-50, AND PRICE SCHEDULE — Includes "catalog of uses," covering Porto-Power service in repairing, rebuilding and reconditioning. Write Blackhawk Mfg. Co., Catalog Dept., P. O. Box 613, Milwaukee 1, Wis.

163 COMPOSITE SERVICE TOOL GUIDE — Kent-Moore Organization offers, without obligation, a comprehensive time-saving Tool Guide. Contains special tools you need to perform specific operations for which no adequate standard tool exists. Kent-Moore Organization, Inc., 5-105 General Motors Building, Detroit 2, Michigan.

165 MANLEY AUTOMOTIVE SERVICE STATION EQUIPMENT CATALOG describes the new WC-3PD 3-ton, Wrecking Crane with electric power drive and other items in the Manley line including 4-ton and 8-ton wreckers, hydraulic presses, service jacks, motor stands, floor, trestles, auto trestles, and tire spreaders. Manley Division, American Chain & Cable Company, Inc., York, Pa.

166 CYLINDER HEAD STOCK REMOVAL CHART a handy pocket size showing year and model of car, standard compression and the amount of cylinder head stock removal necessary to attain the increased ratio. Storm-Vulcan, Inc. 2225 Burbank St., Dallas, Texas.

167 TOOL CHEST BULLETINS — Descriptive literature of the Huot tool chests and cabinets including the Huot Porta Cab designed for you to have rolling storage for tools. Huot Mfg. Company, 587 N. Wheeler Ave., St. Paul W4, Minn.

168 CRANKSHAFT GRINDER MANUAL a colorful 8-page manual containing engineering, construction and operation details of the new Storm-Vulcan model 15-A Crankshaft Grinder. It is well illustrated for easy understanding, and describes fully the special features and advantages of the new 15-A Crankshaft Grinder designed for fast production and precision. Storm-Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

170 PARKO SERVICE MANUAL containing detailed instructions for checking and servicing Hydra-Matic, Ford-O-Matic, Merc-O-Matic, Ultramatic, Dynaflo and Powerglide transmission fluid, also Chrysler Fluid Drive oil and Hudson clutch fluid. Park Chemical Co., 8074 Military Avenue, Detroit 4, Michigan.

171 FREE TRIAL OFFER of the revolutionary new hand cleaner, LANO-KREME. Fortified with Lanolin to remove grease, grime & paint. Requires NO WATER. Prepared especially for mechanics, repairmen and shopmen. Zep Mfg. Company, 560 Edgewood Ave., Atlanta, Ga.

175 HOW TO MAKE MORE MONEY REBUILDING CARBURETORS—Describes for the first time, how an average mechanic can become a carburetor expert in one week, with the revolutionary "Hygrade Fingertip System of Carburetor Rebuilding." Tells how he can earn an extra \$2.75 per carburetor and chop 25% off work time. Hygrade Products Division, Standard Motor Products, Inc., 35-36 35th St., Long Island City 1, N. Y.

180 THE LAMSON NO. 50-A AUTOMOTIVE CATALOG — A complete reference book on the most popular sizes of cap screws, nuts, lock nuts, cotter pins, stove bolts, lock washers, flat washers, expansion plugs, studs, starter bolts, and washers, ring gear, rivets, tractor bolts, high nuts, U bolt rods, spring clip and spring center bolts, battery bolts, license plate bolts. List prices, weights, dimensions, and package quantities are given. The Lamson & Sessions Co., 1971 W. 85th St., Cleveland 2, Ohio.

185 SERVICE MANUAL FOR THE DOCTOR OF MOTORS—A comprehensive and thorough reference book, which puts special emphasis upon the diagnosis of excessive oil consumption and the proper procedure for piston ring installation. It includes special instructions to follow when working upon certain makes and models of cars, a listing and description of recommended ring tools, and an interesting, informative account of the development of the modern automotive piston ring. It is a non-technical explanation of a technical subject. Perfect Circle Co., Hagerstown, Indiana.

186 BATTERY SERVICE MANUAL — Prepared by Association of American Battery Manufacturers as an authentic reference and guide for everyone interested in automotive storage batteries. It is complete in its coverage of the subject and so simply written and so profusely illustrated that service men and car owners will find it easily understandable. Distributed by Auto-Lite Battery Corporation, P. O. Box 931, Toledo, Ohio.

193 WIRE & CABLE CATALOG — A 24 page catalog covering every automotive use of electric wire and cable, complete with specification data — Electric Auto-Lite Co., Merchandising Division, Champlain, & Chestnut St., Toledo 1, Ohio.

197 SPARK PLUGS — Condensed four page specification folder for passenger cars, including 1951 models. "Plug Check" indicator and Data Book also available. This service tool is designed to assist service men in diagnosing spark plug heat range problems. The Electric Auto-Lite Co., Merchandising Division, Champlain & Chestnut Sts., Toledo 1, Ohio.

217 "SELECT-O-CHART" illustrates 371 panels for late model cars, 1949-1951. The Select-O-Chart simplifies ordering and shows at a glance what panels to use and where they go. Schofield Mfg. Co., 1140 E. 222nd St., Cleveland 17, Ohio.

262 OIL FILTER MERCHANDISER — Those Extra Dollars and how to get them in oil filter service sales. All the facts on new Wix sales tools . . . The Cabinet Mer-

chandiser and Wix Director. Wix Accessories Corp., Gastonia, N. C.

267 AUTOMOTIVE BEARINGS — Catalog 50-CH—a 68 page listing of connecting rods, cam shafts and main bearings for cars, trucks and tractor engines. Johnson Bronze Co., 540 S. Mills Street, New Castle, Pa.

270 COOLING SYSTEMS. WHAT YOU SHOULD KNOW ABOUT THEM — 16 pages concisely written and clearly illustrated with diagrams and pictures. Tells you everything you need to know about the mechanics of cooling systems, helps build a better cooling system service. Warner-Patterson Co., 920 S. Michigan Ave., Chicago 6, Ill.

280 THE ABC'S OF SELLING SHOCK ABSORBERS — A 20 page, pocket-size "brass tacks" guide to shock absorber sales. Brief, humorously illustrated and down-to-earth, it gives full facts on shock inspection, selling techniques and important data on Briggs Shocks with patented piston and new O-Ring Seal. The Briggs Shock Absorber Company, Division of The Gabriel Company, 1523 E. 45th St., Cleveland 13, Ohio.

283 FACTS ABOUT IGNITION COILS— Learn what characteristics of a coil are needed for top motor performance, the significance of coil polarity, why an engine skips at low speeds and many other tips on ignition service. Echlin Mfg. Co., 242 East St., New Haven 6, Conn.

300 THE RICHLITE MFG. CO has available for distribution a colorful and fully illustrated 28 page catalog of exhaust deflectors, rear view mirrors, inside door handles, clothes hangers, gas door guards and many other quality automotive accessories and parts. Richlite Mfg. Co., 2410 Cottage Grove Ave., Chicago, Illinois.

317 GRIZZLY BRAKE BONDING CATALOG—Describes equipment for conditioning shoes for bonding; power pressure gas heated automatic bonder; clamping devices and gas and electric ovens for bonding. Complete listing of Saffibond segments and applications. Grizzly Mfg. Co., Paulding, Ohio.

321 COMPLETE CATALOG DATA BOOK ON SPRAY PAINTING—Binks Catalog 101 is packed with 24 pages of spray painting equipment . . . everything required for automotive refinishing . . . spray guns, spray booths, air compressors, complete outfit, extractors, respirators, hose and accessories. Also car washing guns, dusting and cleaning guns. Binks Mfg. Co., 3136 Carroll Ave., Chicago 12, Ill.

322 NEW 32 PAGE CATALOG of lighting and reflecting equipment is now available upon request. Do-Hay Lamp Co., 1458 S. Michigan Avenue, Chicago 6, Ill.

323 BRAKE LINING—A new 18 page condensed catalog together with comprehensive dealer wall chart listing brake lining recommendations for all popular passenger cars, commercial cars, etc. Vehicles are

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Atlanta 5, Ga.

Please be sure to fill in your Firm's Name and your position on the Coupon. This service cannot be extended to you unless this information is furnished.

New PRODUCTS AND CATALOGS

550—Bulb Container

A compact kit that holds a sealed-beam unit plus 20 assorted spare



bulbs and fuses for required on-vehicle storage of replacements has been added to the line of Anthes Force Oilier Co., Fort Madison, Iowa.

The sealed-beam unit is cradled in sponge rubber for protection, with no steel-to-glass contact. Bulbs and fuses are held in a sponge-rubber pad in the lid. The container is of heavy-gauge steel, finished in red baked enamel. It has a convenient carrying handle.

Want more info? Use coupon on page 146 and you will get it!

551—Power Steering

A power-steering mechanism for passenger cars, trucks and tractors, featuring a direct-acting, booster-type hydraulic unit that forms a component part of the steering linkage system, has been announced by Monroe Auto Equipment Co., Monroe, Mich.

The unit is operated by a hydraulic pump mounted on the car engine. The operating valve and power cylinder are contained in a single compact unit to reduce the number of hoses and fittings required for installation. The hydraulic cylinder and valve assembly usually replaces the actuating link in the conventional steering system.

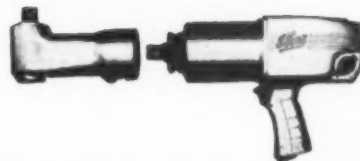
Want more info? Use coupon on page 146 and you will get it!

552—Impact Wrenches

Three Thor air-operated impact wrenches, especially designed for automotive use, have been added to the line of Independent Pneumatic

Tool Co., Aurora, Ill.

The $\frac{1}{2}$ " size delivers 2,100 blows a minute while the $\frac{3}{4}$ " and 1" sizes de-



liver 1,700 blows a minute. Right-angle attachments are available for each of the sizes. Handy carrying cases with a selection of sockets are supplied with the $\frac{1}{2}$ " and $\frac{3}{4}$ " models. The $\frac{1}{2}$ " model weighs 6 lbs., 12 oz., while the 1" model weighs 15 lbs., 12 oz.

Want more info? Use coupon on page 146 and you will get it!

LAMSON STAINLESS-STEEL-CAPPED
Bumper Bolts

"Out front" in looks, quality and holding power . . . that's the Lamson Bumper Bolt! Capped with sparkling stainless steel in a choice of tee or round heads, these quality bolts should be part of every automotive shop's fastener selection.

Each bolt comes equipped with a Marsden Self-Locking Nut and the whole assembly is cadmium plated for long life.

Consult the new Lamson Automotive Catalog (50-A) for application chart by makes of cars. Catalogs available on request.

THE LAMSON & SESSIONS COMPANY

General Offices: 1971 West 85th Street, Cleveland 2, Ohio

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Automotive Fasteners

LAMSON & SESSIONS

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553—Windshield Washer

The Jet King windshield washer, featuring a foot control mounted on the floorboard that permits the driver to clean his windshield without removing his hands from the steering wheel, has been announced by Santay Corp., 351 N. Crawford Ave., Chicago 24, Ill. Two models are said to fit most cars now on the market.

Want more info? Use coupon on page 146 and you will get it!

554—Dual-Wheel Tool

A tool for removing and replacing dual-wheel assemblies on heavy-duty trucks and buses has been introduced by Lamo Products, P. O. Box 41, Lamar, Mo.

The Dualifter, as it is called, does the lifting and the assembly is guided into place by its pilot, preventing damage to oil seals or threaded ends of housings. It is said to save time and effort when relining brakes, overhauling or replacing wheel cylinders and repacking or replacing wheel bearings and oil seals. The tool can be used on the road as well as in the shop.

Want more info? Use coupon on page 146 and you will get it!

555—Camber Tools

Redesigned camber correction tool sets which have a better fit and attach to steering mechanisms have been placed on the market by John Bean Division, 1305 S. Cedar St., Lansing 4, Mich.

The design permits the camber to be changed without changing caster. The arms are made of heat-treated alloy steel.

Want more info? Use coupon on page 146 and you will get it!

556—Hand Cleaner

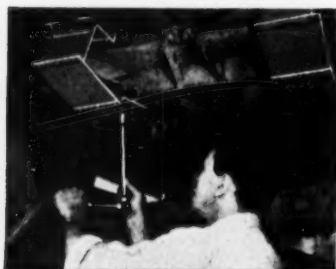
A waterless hand cleaner that is said to remove dirt, grease and grime has been placed on the market by Zep Manufacturing Corp., 560 Edgewood Ave., Atlanta, Ga. Called Lanokreme, it has a high lanolin content that is said to leave hands soft and smooth.

Want more info? Use coupon on page 146 and you will get it!

557—Car Stabilizer

Anti-skid stabilizers for popular passenger cars have been announced by Sway-Bilizer, Inc., 5434 Higgins Road, Chicago 30, Ill.

The stabilizers rigidly connect chassis and axle so that up and down



motion is not affected but side-sway, skidding and body roll are resisted, according to the manufacturer. The units can be installed at the front and rear without special tools. They can be removed and transferred to another car.

Want more info? Use coupon on page 146 and you will get it!

558—Hydraulic Ram

An aluminum-alloy hydraulic ram, featuring a design that permits the use of quick-attaching adaptors for operation with camber tools, has been placed on the market by Bear Manufacturing Co., Rock Island, Ill.

The lighter weight of the ram makes for easier handling. Attachments include extensions for lengthening the ram, a jack base, a camber arm hanger, a pitman arm puller and a snap-in jack head for use in the bottom of the ram or in the extensions.

Want more info? Use coupon on page 146 and you will get it!

559—Timing Tool

A tool that is said to give accurate timing for an engine of any voltage has been introduced by Time-Rite Co., 140 Darst Road, Ferguson 21, Mo.

Engine compression acting on the piston in the tool raises the stroke indicator on the timer scale, showing the exact moment when the engine piston reaches dead center, the manufacturer said. Acting as an external firing spark plug, the tool shows the spark on the scale at the moment the distributor sends the spark to the plug. This shows the number of degrees before or after top dead center at which the spark plug will fire.

Want more info? Use coupon on page 146 and you will get it!

560—Dual Exhausts

Dual exhaust sets for Fords, Mercurys, Oldsmobiles and Ford Trucks, available in three separate kits, have been added to the line of Maremont Automotive Products, Inc., 1600 S. Ashland, Chicago 8, Ill.

The three kits contain the parts to make up a complete dual exhaust set: an exhaust header kit or a left bank exhaust kit and a left tailpipe. There is a choice of factory-duplicate type muffler for quiet performance or Hollywood type.

The exhaust header kit consists of left and right headers and exhaust extensions leading directly from the exhaust ports in each motor bank to the mufflers, plus parts and fittings required for dual exhaust system in front of the mufflers. The tailpipe is of the two-piece type for easy installation.

Want more info? Use coupon on page 146 and you will get it!

561—Bumper Jack

The Universal Tripod Saf-T-Lift bumper jack, featuring a three-legged base that is said to hold car securely on uneven ground as well as



level places, is now being marketed by Vulcan Manufacturing Co., Winona, Minn.

The jack uses ball bearings for easier lifting. It has a lifting range of 24½" and a rated capacity of 3,000 lbs. The pressed-steel hook is said to lift all cars safely. The unit folds up for easy storage.

Want more info? Use coupon on page 146 and you will get it!

562—Sealed Condenser

A condenser that has a rotary crimp lock to seal the lead wire insulation tightly to the insulated condenser terminal, reportedly making it moisture-tight, has been announced by Kem Manufacturing Co., 20-21 Wagaraw Road, Fair Lawn, N. J.

The lead wire is soldered internally to the locking terminal. The condenser seal washer is a composition of bakelite and neoprene rubber, resin-bonded to give a waterproof closure.

Want more info? Use coupon on page 146 and you will get it!

563—Magnetic Gauge

A caster, camber and kingpin gauge, featuring a multi-pole magnet that snaps the gauge into position on the wheel hub face and a self-centering plunger for greater accuracy, has been introduced by Bear Manufacturing Co., Rock Island, Ill. A special adaptor is available for low-fender cars.

Want more info? Use coupon on page 146 and you will get it!

564—Self-Adjusting Tappets

Self-adjusting tappets with an internal tension control that is said to automatically adjust at every piston stroke to variations in the length of the valve mechanism system have been placed on the market by Skinner-Moser Sales, Dunedin, Fla.

Regardless of temperature and wear, valves will always close at the correct time, the manufacturer said, and valve life is increased because they do not burn from failure to close or hammer from closing too soon. The tappets can be installed in engines whether or not they are designed for automotive tappets, a company announcement said.

Want more info? Use coupon on page 146 and you will get it!

MARVEL keeps

NEW CARS NEW LONGER...

USED CARS IN USE LONGER...



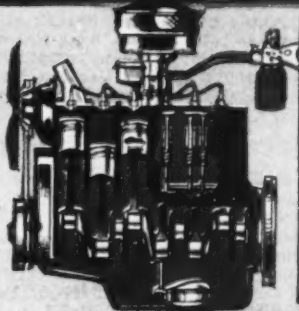
Profit-minded dealers and repair shops know the best advice they can give a customer is to suggest Marvel in the crankcase and gas tank.

Whether he has a new car or used car, it's advice a driver can *hear* in the hum of his motor... *feel* in the smooth, powerful thrust of his car.

For Marvel really registers — in the increased mileage a man gets out of his car per gallon... in the lower service charges he shells out at inspection intervals.

Moral: There are times when talk pays off in repeat business. These are the times you talk up Marvel Lubrication Service.

**FOR MORE PROFITS —
PUSH MARVEL MYSTERY OIL
AND THE MARVEL INVERSE OILER**



Marvel in the crankcase lays a strong, heat-resistant film of oil on all moving parts... eliminates hydraulic valve clatter... provides ring seal... cleans, cools and protects bearings and vital upper cylinder regions. The car runs for many more engine miles per dollar.

Install a Marvel Inverse Oiler for direct lubrication to the heart of the engine. Feeds in direct proportion to horsepower curve through inverse ratio to manifold vacuum. No other oiler works on this principle! Fully adjustable. Easy to install. Fully guaranteed.

Your jobber can supply you, or write:
EMEROL MANUFACTURING CO., INC.
Dept. 163, 242 W. 69th St., New York 23, N. Y.



565—Body Tools

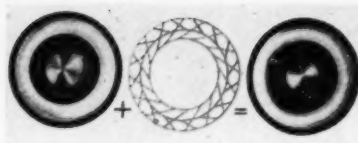
Several new body tools, including a three-ton Hydro-Midget jack and a 7½-ton remote-control jack, have been added to the line of H. K. Porter, Inc., 74 Foley St., Somerville 43, Mass.

Also included among the new numbers are a pull bar and pull post unit, adjustable spoon, pull kit and rolling tool bench.

Want more info? Use coupon on page 146 and you will get it!

566—Wire Wheel Hubs

Wire wheel hubs that snap onto conventional wheels without disturb-



ing hub caps have been announced by Casco Products Corp., 512 Hancock Ave., Bridgeport, Conn.

Designed to fit most 15" wheels, the hubs are attached with an adjustable bracket to give the effect shown in illustration. The hubs are indexed to retain proper wheel balance, the manufacturer said, and can be removed without difficulty for tire changing.

They are available in red or ivory. Want more info? Use coupon on page 146 and you will get it!

567—Dressing Tools

Interchangeable diamond wheel dressing tools for popular makes of valve grinding machines, featuring a single nib that is said to fit all shanks, are now available from Precision Boring Tool Co., 1122 N. Washington Ave., Lansing 6, Mich. A positive method of setting reportedly prevents the diamond from working loose during the life of the tool.

Want more info? Use coupon on page 146 and you will get it!

568—Gasoline Strainers

A line of gasoline strainers of a single type that is said to cover both cars and trucks has been announced by AC Spark Plug Division, General Motors Corp., 1300 N. Dort Highway, Flint 2, Mich.

Fittings most used will be packaged with the strainers and other fittings may be obtained from any standard line of fittings, the manufacturer said. The one model is said to replace 11 types formerly required to give the same coverage. The strainers are packed in a display carton.

Want more info? Use coupon on page 146 and you will get it!

569—Power Steering

An improved Power Steer Booster, an automatic unit that uses compressed air to provide easier steering on commercial vehicles, has been announced by Air-O-Matic Power Steer Corp., 24 Noble Court, N. W., Cleveland 13, Ohio.

The compact, self-contained unit is constructed mainly of anodized

SAVE VALUABLE FLOOR SPACE

GROVER

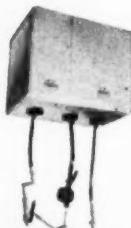
OVERHEAD
LUBRICATION
SECTIONAL
REEL UNITS

Service station and garage owners realizing the value of working space are putting their lubrication equipment overhead. GROVER, modern, sectional, overhead reel units (as model 515 shown above), are engineered to give complete service, faster with everything necessary within easy reach, insuring safety and making possible a larger volume of work in limited space.

"With GROVER units we have everything needed for lube, oil, air and water service overhead. Saves valuable working space and pays dividends."



By combining GROVER sectional, overhead matching units, multiple batteries can be combined to handle all your requirements.



GROVER

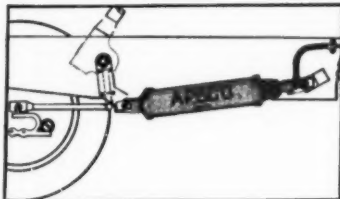
Portable High Pressure
CHASSIS LUBRICATION

One of the many popular matched units (Model #18) of the GROVER line designed to give service from original drums. Durable, baked enamel finish. Large handles for moving—or unit will follow by pulling hose.



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aluminum for longer wear and resistance to corrosion. It can be installed on old and new vehicles without altering or removing steering mechanism. One end of the unit is fastened to a stationary member of the vehicle and the other end to a movable part of the steering linkage, such as pitman arm, drag link or tie rod. Only one air line is needed.

Want more info? Use coupon on page 146 and you will get it!

570—Car Washer

A Pressure Foam car washer, featuring emulsifier valves that make predetermined quantities of detergent into a cleansing foam for more thorough cleaning of cars, has been added to the line of U. S. Washmobile Corp., 350 N. Foothill Road, Beverly Hills, Calif.

Want more info? Use coupon on page 146 and you will get it!



Sealed
Condensers
uniformly perfect
and identically built
to highest known
quality
standards



Heavy Duty
Coil
a new rugged
service coil actually
designed and built
to outlast the
vehicle

New Strides Forward in ignition performance through distinguished engineering advancements

Significant examples of the many noteworthy Filko contributions toward a higher quality standard for ignition replacement parts are precision engineered Filko Condensers and Heavy-Duty Coils. Each is a symbol of the great forward strides in ignition performance achieved through Filko's advanced engineering methods. Filko parts even look different. Yet behind the strikingly rich, jewel-like appearance is the rugged strength and superior performance that Filko users have learned is the invariable characteristic of every Filko product. That is why more and more leading jobbers, service stations and shops have standardized on the broad coverage Filko Line of ignition replacement parts. They *know* that Filko's tradition of quality means higher ignition volume and profit with complete customer satisfaction—that Filko ignition parts are truly . . . "the Crown Jewels of Ignition".

Filko
"the Crown Jewels of Ignition"

contact sets • caps and rotors • coils • condensers
brushes • graphite bronze bearings • switches
cut-outs • relays and regulators

571—Front Axle

A front axle for automobiles that eliminates the conventional kingpin-and-spindle mounting and positions each front wheel on a center-line directly around an axle that is ball-mounted in nylon sockets has been announced by Ball Axle Corp., 354 Pittock Block, Portland 9, Ore.

Said to be adaptable to all makes of cars, the axle reportedly permits both front wheels to turn in circles of equal radii and directs road shock away from the steering mechanism and through the springs. This is said to give easier and more positive steering, to reduce tendency to skid and to increase tire mileage.

Want more info? Use coupon on page 146 and you will get it!

572—Sludge Gun

An improved sludge gun for the removal of harmful residue from the oil filter case has been introduced by AC Spark Plug Division, 1300 N. Dort Highway, Flint 2, Mich.

The gun has a heavy-duty rubber plunger to assure positive two-way action and a 16" flexible nozzle, sealed to prevent leaks. It eliminates the messy job of cleaning out the inside of the filter case with a wiping cloth when filter element is changed.

Want more info? Use coupon on page 146 and you will get it!

573—Electric Drill

A Thor 1/4" Copper Line electric drill, featuring pistol-grip operation and either geared chuck or keyless



chuck, has been added to the line of Independent Pneumatic Tool Co., Aurora, Ill.

The switch is momentary type, with trigger lock pin for continuous operation. The drill weighs 2 3/4 lbs. and measures 7 3/4" in length for easy operation. Baffle-plate construction plus centrifugal fan assures cool operation.

Want more info? Use coupon on page 146 and you will get it!

574—Cigarette Lighter

A 12-volt pop-out lighter for cars, with a lighting temperature that is said to last twice as long as that of conventional lighters, has been announced by Rochester Products Division, General Motors Corp., Rochester 3, N. Y.

A positive knob latching system permits lighter to be latched without inadvertently making electrical contact. Available for both front-seat and rear-seat installations on cars with 12-volt electrical systems, the lighters are said to require 30 per cent less current flow.

Want more info? Use coupon on page 146 and you will get it!

575—Drain Valve

An automatic drain valve for air compressors, operating on a vapor ejection principle that is said to keep tank free of water at all times, has been placed on the market by Westinghouse Air Brake Co., Industrial Products Division, Wilmerding, Pa.


Operating by air pressure from the control or unloader pipe, the valve acts every time compressor starts, stops or unloads. Collected water is atomized as it is ejected so that it evaporates as it leaves the valve. Only two connections are necessary to install the valve.

Want more info? Use coupon on page 146 and you will get it!

576—Driving Gauge

A driving gauge that works on the vacuum-gauge principle to help operators obtain maximum fuel economy and performance has been placed on the market by Sun Electric Corp., 6323 Avondale Ave., Chicago 31, Ill. Mounted on steering column or instrument panel, the gauge has a simplified colored dial that can be read at a glance, the manufacturer said.

Want more info? Use coupon on page 146 and you will get it!




FOR SATISFACTION PLUS...

USE SILVER BEAUTY EQUIPMENT

Silver Beauty


BATTERY CHARGERS

Complete line of low-cost, portable units for fast, slow, and trickle charging. Safe, rugged, dependable, completely guaranteed.




ARMATURE ANALYZERS

The most complete, compact growler on the market. Quickly, accurately checks defects in armatures from 1 1/2 to 6". Cannot burn out!




EXTENSION LIGHTS

Specially designed shield throws more light, eliminates glare. Break-proof handle with tool outlet. Underwriters' Approved.




AUTOMOTIVE WIRE

Longer wear, peak efficiency with "Trialac" wire. Finest lacquered tight weave cotton braid, heat and cold resisting.




SPARK PLUG WIRE SETS

Triple-A sets are truly universal! Four sets service all makes of cars. Greater usage...lower inventory!




BATTERY TERMINALS


Patented #8 universal terminal holds 00 to 4 cable, or flat strap. Fits positive or negative posts. SOLID BRASS for greater conductivity.




WIRE TERMINALS

Complete line of solder and solderless wire terminals. Exclusive tapered end and "Barrellok" for easier crimping...positive connections.



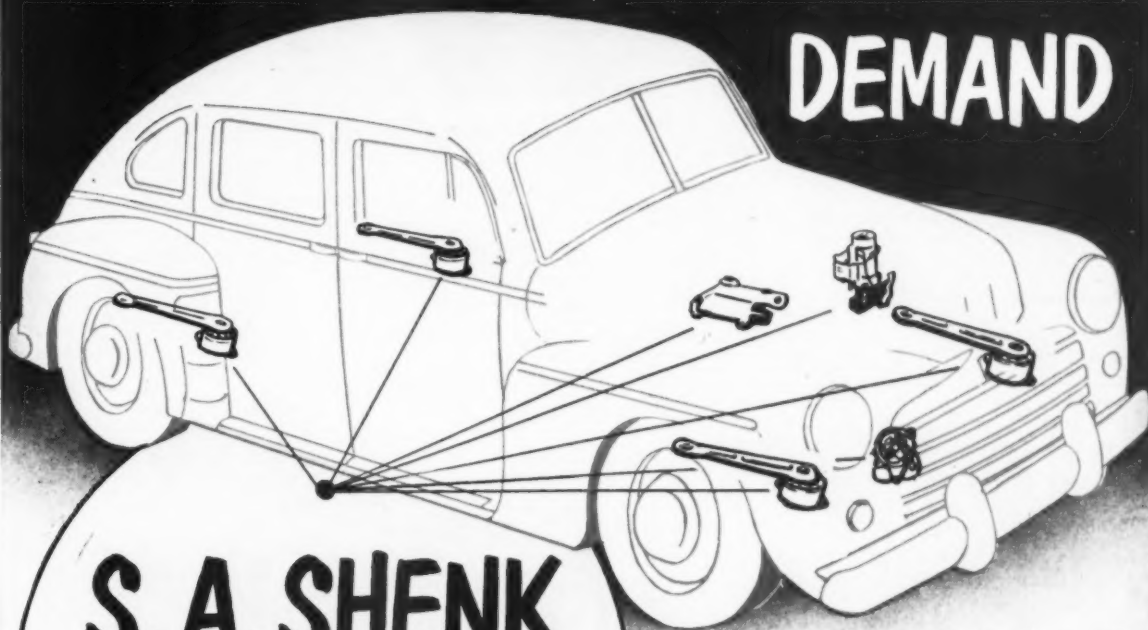


Patented "FLOWELD" construction and SOLID BRASS terminals gives more power...longer cable life. Exceptional flexibility, exclusive lock nut design.



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SPECIALTY COMPANY
2101 WEST WALNUT STREET
CHICAGO 12, ILLINOIS
PHONE SElev 3-0465

DEMAND



S. A. SHENK

REMANUFACTURED AUTOMOTIVE

REPLACEMENT PARTS

for the most Vital
Parts of a Car

Engineered to give greater dependability and equal or better service than the parts they replace . . . while reducing replacement cost. Stock S. A. Shenk Shock Absorbers, Hydraulic Brake Cylinders, Carburetors and Ford Distributors under the trade names you see below.

Not Rebuilt . . . Not Repaired

REMANUFACTURED

Brake-O-Matic

HYDRAULIC BRAKE CYLINDERS



For all Cars. Remanufactured to original factory specifications.

Ride-O-Matic

SHOCK ABSORBERS

POWER-O-MATIC

CARBURETORS • FORD DISTRIBUTORS



For all cars. Engine Tested.

Remanufactured like new. Stroboscope tested.

All models: front knee action, rear knee action, Du-bonnet, Ford.



S. A. SHENK & CO.

Columbus 7, Ohio

577—Cable Take-Ups

A brake cable take-up that is said to give greater take-up without distorting the brake cable has been placed on the market by Supco Products Corp., Amityville, L. I., New York. For installation, the brake cable slides easily under the hook and it is not necessary to remove or disassemble the brake cable or brake take-up.

Want more info? Use coupon on page 146 and you will get it!

578—Handle Plate

A door-handle guard plate for 1948-53 Hudsons, except the 1953 Jet,



has been added to the line of Groboski Industries, 6055 S. Ashland Ave., Chicago 36, Ill.

Made of polished stainless steel and designed to match the body trim, the plate can be installed in a few minutes. The plate prevents key scratches, finger smudges and scuff marks on the car finish. Other styles are available for different makes of cars.

Want more info? Use coupon on page 146 and you will get it!

Flexon

A Name to Remember

**BE SURE
TO SEE US
AT THE SHOW**

**BOOTH 213
SOUTHWEST
Automotive Show**

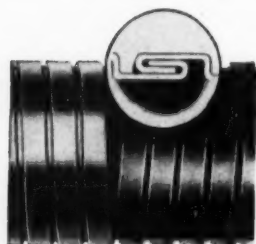
Flexonics Corporation cordially invites you to drop into our booth at the show, look over our products and get acquainted with our people. We'd like to show you the remarkable profit opportunities offered by Flexon Thermostats and Flexible Metal Automotive Tubing and point out what Flexonics Corporation can do for you. We'd like to demonstrate how over half-a-century's manufacturing experience and a long record of cooperation with distributors, jobbers and dealers can help you.

We'll be looking for you at the show
—and hope you'll come in and see us.

FLEXONICS CORPORATION

1315 S. Third Ave.

Maywood, Ill.



Flexon

**THERMOSTATS
AUTOMOTIVE TUBING**

579—Bead Breaker

The Crowsfoot bead breaker, featuring two contoured shoes like the claws of a crow's foot and supporting arms that clasp and retract from the tires, has been added to the line of Salsbury Corp., 1161 E. Florence Ave., Los Angeles 1, Calif.

The tool simultaneously breaks both beads of standard, safety or tubeless tires, as well as deflating inner chambers of safety tubes. No additional hand tools or irons are required, the manufacturer said. The bead breaker may be used with the Salsbury Models "B" and "C" Tire-masters now in the field.

Want more info? Use coupon on page 146 and you will get it!

580—Rubber Nozzle

A flexible rubber nozzle for gasoline hose, designed to prevent scratching or marring of the car's surface when gas tank is filled, is being produced by Goodyear Tire & Rubber Co., St. Marys, Ohio. The nozzle is said to be leak-proof, resistant to gas and other petroleum products.

Want more info? Use coupon on page 146 and you will get it!

581—Noise Detector

An audio-video model of the Elec-Detec, featuring a milliammeter for checking sound impulses visually as well as the standard headphones for audible operation, has been announced by Anco Instrument Division, American Name Plate & Manufacturing Co., 4254 W. Arthington St., Chicago 24, Ill.

The combination helps the operator to locate the source of trouble in bearings, pistons, gears, cams, clutches and other moving parts.

Want more info? Use coupon on page 146 and you will get it!

582—Radio Antenna

A radio antenna that reportedly can be mounted anywhere on the car and can be installed by drilling a single hole has been placed on the market by National Electronic Manufacturing Co., 42-08 Vernon Blvd., Long Island City, N. Y.

Model NSF-26 extends from 29" to 49" and Model NSF-27 extends from 26" to 62". Both are chromed and are said to resist rust and rattles. The only tool needed for installation is a screwdriver, the manufacturer said.

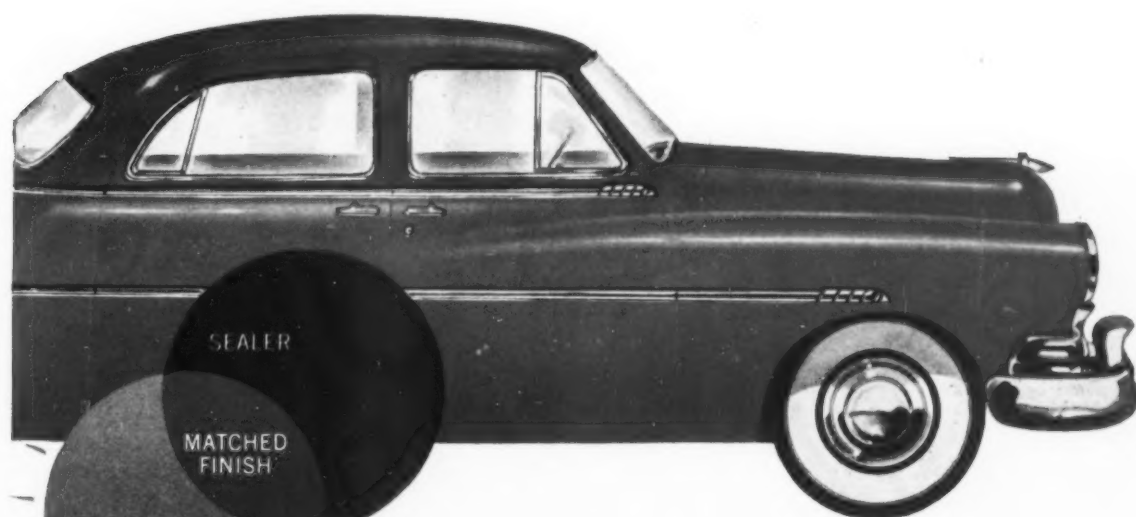
Want more info? Use coupon on page 146 and you will get it!

583—Radiator Hose

A line of wire-reinforced flexible radiator hose, available in 17 sizes said to give coverage of passenger cars from 1936 through 1953, has been announced by Raybestos Division, Raybestos-Manhattan, Inc., P. O. Box 1021, Bridgeport, Conn. An assortment containing 18 pieces in the 13 most popular numbers is available.

Want more info? Use coupon on page 146 and you will get it!
(More New Products on page 159)

New magic for transparent Green top-coats ...



OPEX *Glamour Green* SEALER

makes matching easier... assures a true, rich final finish

There'll be more and more green refinishing and spot matching jobs in the months to come. Because green is today's most popular original finish color.

Matching these pastel greens can be a problem, unless the proper ground coat is used. You can do it now ... easier, better and with fewer top-coats ... by first using the new OPEX Glamour Green Sealer. Refinishing shops will welcome this new addition to the popular line of OK Automotive Finishes, because it permits better work, fewer troubles, less labor.

This new sealer was developed by Sherwin-Williams especially to meet the need for a suitable base for transparent and semitransparent lacquers—particularly all shades of green. It is designed for use over bare metal, lacquer or synthetic finishes. It assures even depth of color, and brings a true, rich final coat. It effectively seals old finishes while providing maximum bond between old coats and new. **NO SANDING.**

Order OPEX Green Sealer from your OK Automotive Jobber—a convenient source of supply for *all* your refinishing material needs.

The Sherwin-Williams Co., Automotive Division, Cleveland 1, Ohio.



SHERWIN-WILLIAMS

AUTOMOTIVE FINISHES



"Auto-Lite Spark Plugs have been original factory equipment for years. That's proof of quality, because any time a car manufacturer specifies a product for his make of car, you can be sure he checked its quality before giving it the final O.K."

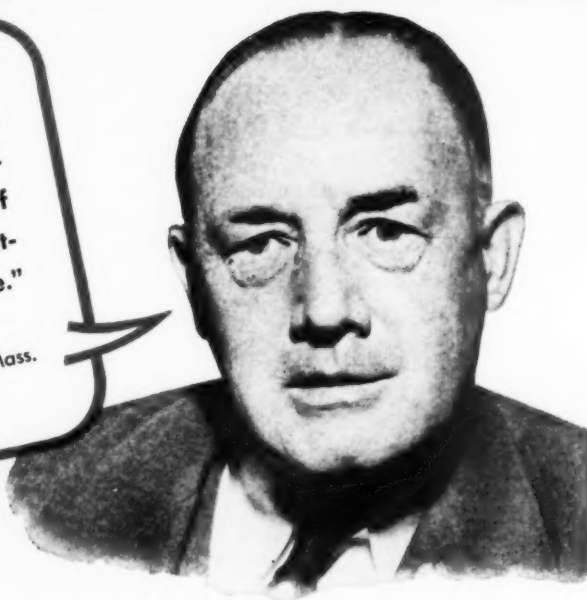
EARLE M. RICHARDS
20397 Mack Avenue
Grosse Pointe Woods, Mich.

Dealers agree...

"AUTO-LITE SPARK PLUGS

"Generally I don't get excited about a piece of promotion, but that Auto-Lite Western Union 'Operator 25' deal is different. It's the slickest plan I've heard of for boosting spark plug business and getting new customers to come in to see me."

MYRON OBERG
839 Main Street, Brockton, Mass.





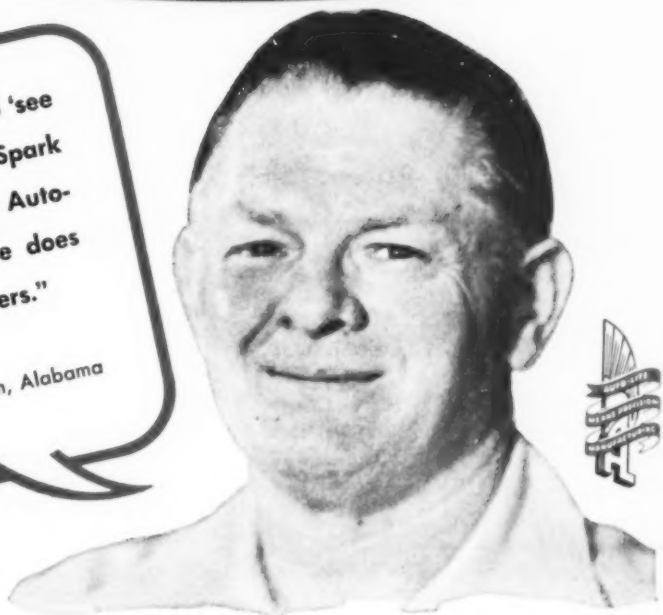
"Auto-Lite's engineers were really on the ball when they introduced the Auto-Lite Resistor type Spark Plug. It's the finest plug I've handled. My customers tell me they've never enjoyed such performance before. It's a pleasure to handle the Auto-Lite Resistor Spark Plug."

ERNEST D. EITREIM
Eitreim's Service, Garretson, So. Dakota

offer the best deal!"

"Because Auto-Lite tells car owners to 'see your Auto-Lite Dealer,' my Auto-Lite Spark Plug sign ties me in with the terrific Auto-Lite advertising program. Auto-Lite does a great job in backing up its dealers."

W. C. DANTZLER
516 So. 21st Street, Birmingham, Alabama



BUILDS CONFIDENCE



WHEN YOU SELL Quaker State Motor Oil, or any other Quaker State product, you sell quality, and something more. That plus is confidence . . . in the name Quaker State, and in the man who sells it. Thousands of motorists have found, through years of experience, that the man who sells this trustworthy product is likely to be trustworthy in all things. And this feeling is what brings new customers in, and old customers back.

QUAKER STATE
MOTOR OIL AND
SUPERFINE LUBRICANTS

QUAKER STATE OIL REFINING CORPORATION, OIL CITY, PA. • MEMBER PENNSYLVANIA GRADE CRUDE OIL ASSOCIATION

More New Products

(Continued from page 154)

584—Fast Charger

A portable fast charger for 6- and 12-volt batteries, weighing 33 lbs. and designed for easy carrying, has been introduced by McColpin-Christie Corp., 3410 W. 67th St., Los Angeles 43, Calif.

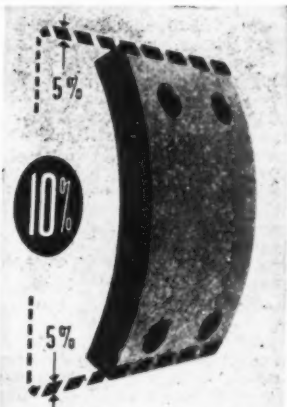
Rated at 6 volts, 80 amperes and 12 volts, 60 amperes, the charger is designed so that the battery controls its own charging current, holding the rate within the limit it can safely absorb. The operator selects the 6- or 12-volt position and no adjustment of charging rate is necessary, the manufacturer said. It is identified as Model QWP.

Want more info? Use coupon on page 146 and you will get it!

585—Brake Blocks

Wiper-Edge brake blocks, with the usual bevels at each end eliminated to give better wiping action, have been announced by World Bestos Corp., 1112 South 25th St., New Castle, Ind.

The wiper edge is said to add ten per cent more friction surface for ad-



ditional braking efficiency, as well as strengthening the block at each end. Wiping action reportedly keeps drums free of dirt, grease, water and other foreign matter that might interfere with braking action. The design is used for the firm's truck brake blocks, including the Red Block extreme-service blocks.

Want more info? Use coupon on page 146 and you will get it!

586—Racing Pistons

Racing pistons 101P and 102P, designed to give the hot-rod owner a lightweight piston for greater compression, greater efficiency and longer engine life, have been added to the line of Sterling Aluminum Products, Inc., 2925 N. Market St., St. Louis 6, Mo.

Double horizontal slot design blocks heat flow to the skirt and thus limits piston expansion, the manufacturer said. Pistons may be set at close tolerance for greater

fuel efficiency and economy, as well as longer life.

Want more info? Use coupon on page 146 and you will get it!

587—Clutch Catalog

Catalog S-53, containing alphabetical listings of clutch sets, clutch plates, pressure assemblies, release sleeves, bearings, forks and flywheel pilot bushings for popular makes of passenger cars and trucks, has been issued by Accurate Parts Manufacturing Co., 12435 Euclid Ave., Cleveland 6, Ohio. A cross index of car factory numbers is included.

Want more info? Use coupon on page 146 and you will get it!

588—Back-Up Pad

A back-up pad assembly that is said to be adaptable for use on all standard grinders and polishers has been introduced by Minnesota Mining and Manufacturing Co., 900 Fauquier St., St. Paul 6, Minn.

The assembly consists of a sanding head, three back-up plates in 5", 7" and 9" sizes, a special retainer bushing and a quick-change nut. The nut permits discs to be switched in a few seconds, the manufacturer said. A 2° taper provided by the plates permits more disc grinding surface to be used.

Want more info? Use coupon on page 146 and you will get it!

The WORLD'S FINEST WHEEL BALANCING WEIGHTS for PASS. CARS, TRUCKS and BUSES

Snugl

"STANDARD OF THE TRADE"

When you buy Snugl you can be sure of getting the finest Wheel Balancing Weights on the market . . . designed right and made right to give better balance and better fit. Exclusive DOVE TAILED Steel Spring Clip . . . Beveled edges allow easier application and prevent clip from gouging into tire. The name Snugl (Registered Trade Mark) on every weight is your guarantee of complete satisfaction.



R & S REGULAR TRUCK

Fits about 80% of all Truck Rims



T.V. HEAVY DUTY THIN

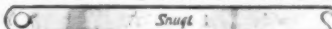
Special Thin K & L for Pass. Cars



Regular K & L for Pass. Cars

Snugl WEIGHT TOOL

for easy application and removal of wheel weights, wheel covers, trim rings or hub caps. Tool is 12" long.



FREE! No. 2 Snugl Weight Tool, 6" long. Especially designed for easy removal of weights on inside of wheel. We will send you this new weight tool free and without obligation . . . just mail coupon.

Snugl WHEEL WEIGHT MFG. CO.
 Main Office and Factory
 West Coast Factory

Mail this coupon TODAY

Snugl WHEEL WEIGHT MFG. CO.
 824 E. Elm St., Kokomo, Indiana

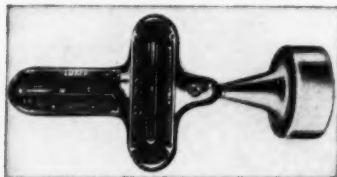
Please send us Free of charge your No. 2 Weight Removing Tool.

NAME.....
 FIRM NAME.....
 FIRM ADDRESS.....
 CITY.....STATE.....

589—Alignment Gauge

An alignment gauge with a magnetic clamp that permits it to be attached to the hub has been added to the line of Manbee Equipment Division, 185 N. Wabash Ave., Chicago 1, Ill.

To check camber without revolving

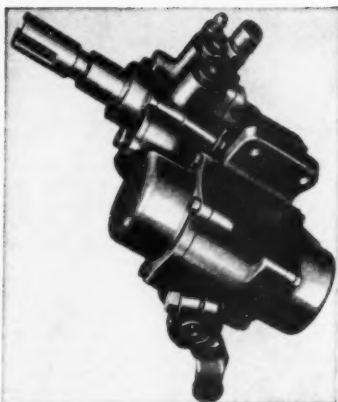


the wheel, the clamp is attached to the hub, the bubble set and the gauge turned. To check camber with positive accuracy unaffected by the hub, the clamp is attached to the hub, the bubble centered and the wheel is revolved. Kingpin inclination and caster are checked in the same operation.

Want more info? Use coupon on page 146 and you will get it!

590—Hydraulic Steering

A redesigned "Hydraguide" hydraulic power steering unit, with weight reduced from 58 to 32 lbs. and with simplified assembly, has been introduced by Gemmer Manu-



facturing Co., 6400 Mt. Elliott, Detroit 11, Mich.

Mechanically-operating parts now are automatically lubricated by the same oil that is used in the hydraulic circuit, eliminating need for special greasing. An aluminum housing that is cored to eliminate external tubing, cylinders that are flange-bolted instead of screwed and a new adjustment on the worm are other features.

Want more info? Use coupon on page 146 and you will get it!

591—Carburetor Manual

A manual that gives complete information on the Rochester line of carburetors, as well as an explanation of the basic principles of carburetion, has been issued by United Motors Service Division, 3044 W. Grand Blvd., Detroit 2, Mich.

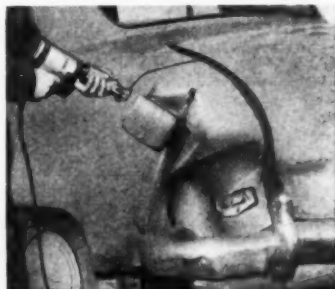
There are more than 100 pages and 325 illustrations in the manual, including information on assembly procedures, cleaning, adjustment, car application and other topics. Price of the manual is \$1.50.

Want more info? Use coupon on page 146 and you will get it!

592—Power Saw

A saw for body work and other automotive jobs that attaches to electric or air drills for power has been introduced by Acro Tool & Die Works, 4554 Broadway, Chicago 40.

Fitting both $\frac{1}{4}$ " and $\frac{1}{2}$ " drills, the unit attaches directly to drill spindle



or may be fastened in drill chuck. A "wobble-shaft" arrangement converts rotary motion into a rapid $\frac{3}{4}$ " stroke to cut sheet metal and other materials. The operator can guide saw to cut any curve or angle, the manufacturer said. It weighs less than 4 lbs.

Want more info? Use coupon on page 146 and you will get it!

A TRIPLE THREAT...

TO Z-O-O-M YOUR SHOCK ABSORBER
REPLACEMENT SALES
IN 1953

What a combination! COLUMBUS, the "Best Shock Absorber in the World," will be pre-sold for you in the Saturday Evening Post and in Collier's during 1953, starting with half page, two color displays in both of the March 28th issues.



DON'T GET CAUGHT SHORT!

We are backing you to the hilt to help you sell your share of the more than 50 million shock absorbers ready for replacement this year. Stock and sell COLUMBUS...the fastest growing, highest profit shock absorber in the replacement market today.



MANUFACTURED BY HECKETHORN MANUFACTURING & SUPPLY CO., LITTLETON, COLO.

593—Tire Tools

A Tire Service Package, including a gasoline-engine air compressor with a complete line of Impacttools for nut running and air tools for bead breaking, has been placed on the market by Ingersoll-Rand Co., 11 Broadway, New York 4, N. Y.

The kit is said to fully mechanize road-service trucks as far as tires



are concerned. The unit is suitable for fleet operators, as well as tire-service companies. Available with the outfit is a new heavy-duty Impacttool for work up to $\frac{3}{4}$ " bolt size.

Want more info? Use coupon on page 146 and you will get it!

594—Marking Tape

A plastic labeling tape that attaches to bins, drawers, equipment and other items without moistening is now available from Labelon Tape Co., Inc., 450 Atlantic Ave., Rochester 9, N. Y. Pressure of any pointed writing instrument—pencil, stylus or even a nail—causes the writing to appear beneath a protective outer coat of transparent plastic.

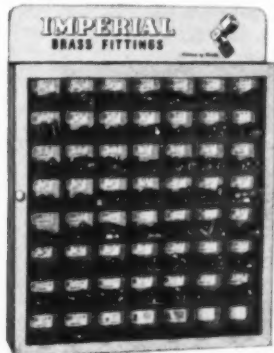
Want more info? Use coupon on page 146 and you will get it!

595—Fittings Cabinet

A steel cabinet for brass fitting stocks that has a glass front to give a clear view of all contents is now available from The Imperial Brass Manufacturing Co., 1200 W. Harrison St., Chicago 7, Ill.

The cabinet contains 224 brass fittings of 54 popular types and sizes. Each type and size has its own separate compartment with a label giving number, size and illustration. The cabinet measures $17\frac{1}{2}$ " wide, $23\frac{1}{2}$ " high and $2\frac{3}{4}$ " deep. It may be attached to wall or end of bin.

Want more info? Use coupon on page 146 and you will get it!



Make Added Profits The Easy Way!

**Cash-in
ON OUR
NATIONAL
ADVERTISING
ON THESE
Fast
Selling
ITEMS!**

YOU HAVE TO KNOW that there is a tremendous volume of sales for Radiator Chemicals in the Spring. If you don't supply your customers, you are losing big added profits.

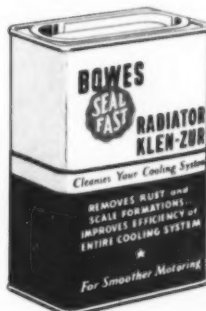
Let our national advertising work for YOU

This Spring we are running a big advertising campaign on Bowes Radiator Chemicals in such magazines as Saturday Evening Post, True, American Legion Magazine, Popular Mechanics, and Mechanix Illustrated. Many thousands of motorists in your area will read these ads and will be looking for these trouble saving products. Display Bowes Radiator Chemicals and get big added profits—the easy way.



BOWES STOP-LEAK

Stops "trouble" leaks in radiators and cooling systems, and minor cracks in motor blocks. Seals existing leaks without clogging and guards against new leaks.



BOWES RADIATOR KLEN-ZUR

An amazingly efficient, acid-free cleaner that breaks up rust, scale and lime formations. No neutralizer required.



BOWES RUST-ROUT

Protects the cooling system by preventing the accumulation of rust, and also lubricates the water pump.



**BOWES "SEAL FAST" CORPORATION
INDIANAPOLIS 7, INDIANA
BOWES PACIFIC CORPORATION
RIVERSIDE, CALIFORNIA**

596—Washing Brush

A fountain brush for washing cars, featuring a built-in shutoff valve that permits water to be regulated by a turn of the coupling, has been placed on the market by Flour City Brush Co., 1501 Fourth Ave., S., Minneapolis 4, Minn. It has a rubber bumper to prevent marring and interchangeable handles in 8½" and 36" lengths.

Want more info? Use coupon on page 146 and you will get it!

597—Alignment Gauge

A magnetic alignment gauge set, designed especially for the smaller

shop and for fleet maintenance, has been added to the line of Bear Manufacturing Co., Rock Island, Ill.

Set No. 128 includes turning-radius floor plates, toe gauge, tire scriber and a special magnetic caster-camber-kingpin gauge. The gauge has an automatic hub centering feature, a wheel-roll compensator and a rotating dial head. Low-fender adaptors are available.

Want more info? Use coupon on page 146 and you will get it!

598—Valve Refacer

A valve refacer that features an integral end-grinding attachment for quick and accurate grinding of valve



stems, tappets and rocker arms has been introduced by The Black & Decker Manufacturing Co., Towson 4, Md.

A clamp that locks a stem or tappet in place in seconds is standard equipment. The unit has a coolant system that features wet grinding at both wheels, one-valve control and improved coolant reservoir. The refacer handles valve heads up to 4", valve stems up to 11/16" and valve angles from 0° to 90°. It traverse grinds at all angles.

Want more info? Use coupon on page 146 and you will get it!

599—Driving Gauge

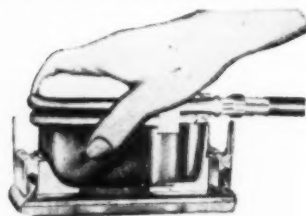
A Motor Minder driving gauge, using the vacuum principle to indicate when engine is operating efficiently or when adjustments or improved driving habits are needed, has been announced by Instrument Division, Stewart-Warner Corp., 1826 Diversey Parkway, Chicago 14, Ill.

The gauge has a segmented dial face in five colors for easy reading. Installation is said to be simple. Ball-and-socket joint permits the gauge to be adjusted for easiest reading by the individual driver.

Want more info? Use coupon on page 146 and you will get it!

600—Power Sander

A light-weight reciprocating air-powered sander, with automatic mist-type spray for wet sanding, has been introduced by Detroit Surfacing Ma-



chine Co., 1333 E. Eight Mile Road, Detroit 20, Mich.

A slide action design for detachable pads allows for up to 2" off-center adjustment of the pad.

Want more info? Use coupon on page 146 and you will get it!

New 6-12 Fast Charger

with unique **CandC** Charging System

Rugged...Compact
Big Charger Performance



Simplified Charging System of C&C Fast Chargers eliminates adjustment of the charging rate. Reduces human error, saves time. Just select 6 or 12 volt position and leave charger alone. The battery controls its own charging current, always holding the rate within the limit it can safely absorb... without excessive gassing or overheating. Automatically gives a slow finishing charge. Protects against reversed or shorted connections.

All C&C Big Charger Features are built into this new portable charger... easy-to-carry... made of the latest materials and light metals for less weight and hard service. Low priced, powerful, dependable... use it full time or as an extra charger.



Model QWX Chargalyzer \$218.00
Fast charger and analyzer. 6 Volts 100 Amps—12 Volts 80 Amps. Exclusive C&C cell balance system tests 3 cells in one operation, on one meter. Test performed "on the spot" regardless of battery's state of charge. One simple operation.

Model QW Fast Charger \$159.50
6 Volts 100 Amps—12 Volts 80 Amps. All C&C Chargers are unequalled for simplicity of operation. They are ruggedly constructed and incorporate highly efficient selenium rectifier elements. One year warranty. Built for hard usage.



See your jobber or send for Bulletin A52-D3

Specialists in battery servicing equipment since 1929

McCOLPIN-CHRISTIE Corp. 3410 West 67th Street
Los Angeles 43, California

602—Wheel Balancer

A portable electronic wheel balancer that can be used on passenger cars, trucks and buses has been announced by Alemite Division, Stewart-Warner Corp., 1826 Diversey Parkway, Chicago, 14, Ill.

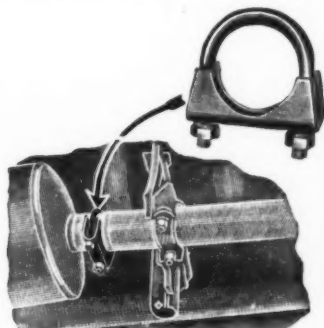
An "on the car" unit that is said to correct both static and dynamic unbalance, the balancer has a dual-range meter for faster and more accurate operation. A selector switch permits instant choice of either "normal sensitivity" for most passenger cars or "super sensitivity" for accurate work on vehicles with stiff front ends.

Want more info? Use coupon on page 146 and you will get it.

603—Clamp Assortment

An assortment of 36 clamps in six sizes for mufflers and exhaust pipes has been placed on the market by Champ-Items, Inc., 6191 Maple Ave., St. Louis 14, Mo.

The clamps fit General Motors cars, Chrysler Corp. cars, Ford prod-



ucts, Nash, Packard, Hudson, Packard, Kaiser, Studebaker and Willys. A size chart is in the lid of the box.

Want more info? Use coupon on page 146 and you will get it!

604—Glass Tinter

A spray-on compound that tints windshield glass to reduce glare has been introduced by The Glass-Tint Corp., 220 S. State St., Chicago, Ill.

Sprayed directly on the windshield from a pressurized can, the compound gives a light blue-green color to the glass that is said to reduce glare and keep car cooler. After drying, the compound reportedly is not affected by ordinary washing of the windshield. It is sprayed on the inside of the windshield.

Want more info? Use coupon on page 146 and you will get it!

605—Grounding Strap

A motor-vehicle grounding strap, made of abrasion-resistant synthetic rubber that has been compounded to conduct static electricity, has been introduced by Goodyear Tire & Rubber Co., St. Marys, Ohio. The strap is available in 20" and 28" lengths for trucks, buses and automobiles. It is said to remove danger of sparking.

Want more info? Use coupon on page 146 and you will get it!

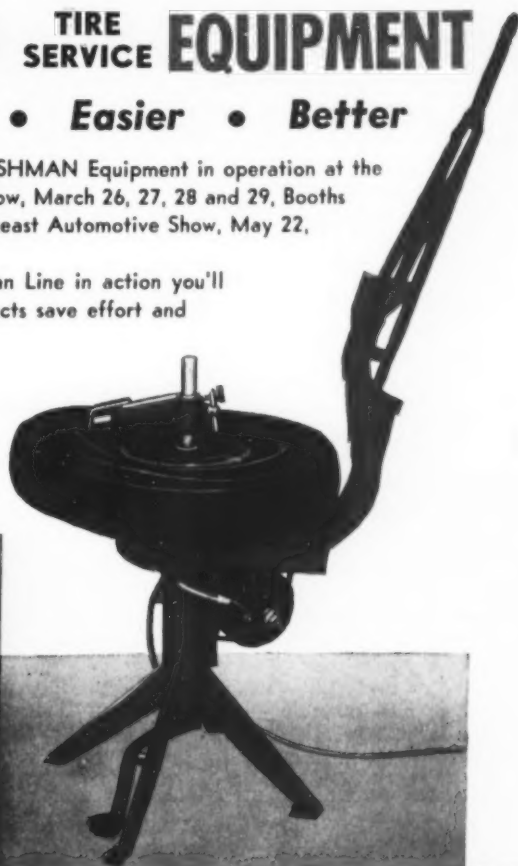
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See the 880 and other BISHMAN Equipment in operation at the Southwest Automotive Show, March 26, 27, 28 and 29, Booths 107, 108 and at the Southeast Automotive Show, May 22, 23 and 24.

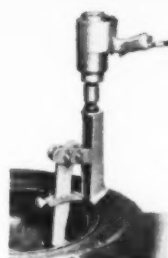
When you see the Bishman Line in action you'll agree that Bishman Products save effort and give top service.

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BISHMAN 880 TIRE CHANGER

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TRUCK and BUS

tires easily removed with the 4-in-1 Universal Truck Tire Remover. Develops 7,000 lbs. pressure. Hex nut drive permits use of impact wrench.

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with this hydraulic tire spreader. Spreads all tires 4 1/2" to 12" sizes with foot operated 2 ton jack.

Cat. No. 425



TUBELESS TIRE EXPANDER

Compresses crown of tire with double action that expands beads against rims for easy inflation. Can be used with wheel on or off car.

Cat. No. 600



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Drop it. Freeze it. Abuse it. It still won't crack, break, or chip. One piece vulcanized construction of soft, flexible rubber. Hydrometer fits securely in neck.

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quickly with the Bishman Tube Tester. Takes any tube up to 9.50 x 15" to 20". Rugged heavy gauge aluminum tank. A real time saver.

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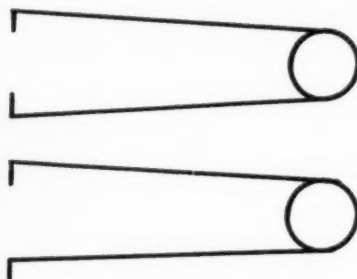
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Making Handy Tool For Trim Nuts

MANY of the trim nuts on radio antennas and other accessories have only two drilled holes provided for tightening. The use of pliers will, of course, ruin the finish. For the two types in general use, I made two excellent and instantly adjustable wrenches from large steel safety pins like those used by laundrymen.



Cut off both prongs of the snap end even with the catch. File them down enough to fit the holes in the nuts and bend them as shown in illustration.—Victor McGee, 308 North 8th Street, Mayfield, Kentucky.

Holding the Clips in Place On Oldsmobile Wheels

IN THE late - model Oldsmobile wheels which have the large rim hub caps, it is sometimes difficult to keep the little clips between the spokes or openings in the wheel which keep gravel and dirt from getting between wheel and hub cap.

This can be done with a piece of 5/16" wiper hose the length of the opening. Drive or force it into the opening with a large screwdriver or something similar and a rawhide hammer. The hose will grip and stay.—Ralph McKenzie, 405 East Washington, Pittsburg, Kansas.

MORE POPULAR NEW CHAMP-ITEMS TROUBLE SHOOTERS for Profitable Service . . .

No. 658



No. 658 Muffler and Exhaust Pipe Clamp Assortment for all popular cars. Six sizes 1½" to 2¼" diameter.

List 35¢ each

No. 945 Door Lock Springs Champ-Items famous "Color Coded" make them leaders with the service minded shops — 12 new numbers round out this complete line.

No. 642



No. 642 Universal Upper and Lower Oil Fuel Line for Plymouth, Dodge, De Soto 1936-52 and Chrysler 1936-42. Copper tubing with brass fittings attached. List 75¢ each

No. 572 Universal Oil Feed Line Assembly for 1934-52 Chevrolet Cars and Trucks. Copper oil feed line for rocker arms is furnished with nine brass fittings which makes it possible to service all Chevrolet cars and trucks from 1934 to 52. List 75¢ each



These Champ-Items, along with the more than 200 Automotive Replacement Parts featured in the new Champ-Items Catalog No. 53, are in constant demand the world over. Copy of our catalog free on request.

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3701 Maple Ave. St. Louis 14, Mo.

Removing Valve Keepers From Cadillac Engine

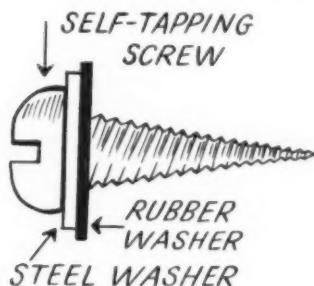
TO REMOVE the valve keepers on a Cadillac engine, we made a handy tool from a piece of pipe the size of the spring retainer and 1 1/4" long.

Square both ends and cut a slot in one side through which the keepers can be removed. Use this with the regular U-type lifter and the job is easy.—*Buster L. Robertson, Box 77, Cragford, Alabama.*

Making Temporary Repair On Leaky Gas Tank

WHEN we have to make a fast repair on a leaky gas tank, a self-tapping round-head sheet-metal screw does a sure job until a permanent repair can be made.

Slide a flat steel washer over



the screw up to the head. Then back it up with a larger washer cut from an old inner tube or tube patching material.

Insert the point of the screw directly into the crack and drive it up tight. No cement is needed, nor is it necessary to drain the tank.—*Henry Josephs, Box 22, Gardenville, Pennsylvania.*

Cleaning Gasket Faces With Less Effort

AFTER trying many kinds of spirits and solvents to remove dried-out gasket cement, shellac and torn-off gasket particles without undue scraping or damage to copper gaskets or machined face, I found paint remover to be the cheapest and most effective.

Brush it onto cylinder-block top face, cylinder head and both sides of gasket, or anywhere the gasket faces need cleaning. Wait two or three minutes to let the remover take action and soften the old cement. In most instances, the cement can then be literally peeled off or at least removed with a putty knife without the least ef-

fort since it does not bond anymore to the metal.

Be very careful not to let any of the paint remover come into contact with the car finish.—*H. Landauer, P. O. Box 10265, Tampa 9, Florida.*

When Checking the Timing On Waterproofed Cars

WHEN checking the timing on cars that have rubber insulators covering the spark plugs, try this system:

Covering Broken Lock On Gasoline Tank

BY KEEPING on hand some inexpensive plastic covers of the milk-bottle size, we save a lot of time trying to insert a key in a gas tank lock when the sliding

I'M SHARP!
I HAVE A LONG LIFE CARBIDE CUTTER
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cover has been broken off or lost.

This is especially true during rainy or snowy weather. When we find this has happened to a customer's car, we try to sell a new cap lock. If we fail, we cheerfully cover the lock with a plastic cover, free of charge. This often results in a later sale. And while the customer is making up his mind, the cover saves us time spent in opening the lock every time he comes in for gasoline.—*Henry Josephs, Box 22, Gardenville, Pennsylvania.*

Replacing the Shocks On '50 Studebaker

HERE'S an idea for replacing the shock absorbers on 1950 Studebaker Commanders and Land Cruisers:

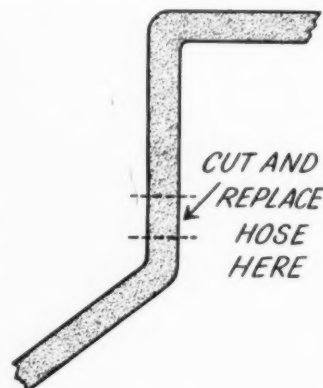
These cars are factory-equipped with Houdaille shocks or the rotary type which are a little difficult to replace. It is easy to put airplane-type shocks on the 1950 models by getting the brackets for the 1950 Champion and installing 1952 model airplane shocks

with the 1950 Champion brackets. The holes are already drilled in both the top and bottom for the airplane shocks.—*H. M. Treadwell, 1034 Columbus, Street, Macon, Georgia.*

Changing Water Pump On GMC Diesels

ON OLD-MODEL GMC diesels, the thermostat bypass tube is in the way when changing the water pump. To remedy this, cut the tube as shown in illustration and remove a short section.

When the pump has been changed, use about 4" of 1" I.D.



hose and two clamps. Then the pump will be easier to change next time. — *T. B. McMurray, Southeastern Truck Lines, Nashville, Tennessee.*

Locating Erratic Miss On Some Nash Cars

ON SOME Nash "600" models the primary coil to distributor wire is rather short. Since the vacuum control on these models moves the entire distributor, a constant flexing of the wire near the distributor terminal is set up. Sometimes the wire will break inside the insulation.

Although enough contact usually is maintained for the engine to crank and run, an erratic ignition miss may occur and sudden acceleration may cause the engine to shut off completely for a moment as the distributor retards.

A quick check on this wire may save some time. It took a while for me to find this trouble the first time. This could happen on any engine with a similar vacuum control set-up. — *Victor McGee, L. E. Dick Motor Company, Mayfield, Kentucky.*

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ADJUSTABLE DOOR VISORS

Super Sparkling Lifetime Stainless Steel!

- SUPER POLISH MIRROR FINISH
- GUARANTEED RUST PROOF
- EASILY INSTALLED IN A JIFFY
- 3 SIZES TO FIT ALL CARS
- ADD BEAUTY TO ANY CAR
- GIVE MORE DRIVING COMFORT
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Style King Door Visors are designed and manufactured to give a perfect, custom made fit for front or rear doors of all 1949-53 cars... give greater driving comfort in all kinds of weather... keep out sun, rain, snow and dust... provide ventilation in driving rain or snow... prevent fog and steam on windshield and windows for safer driving. Made of rich looking, super-polished gleaming stainless steel... add beauty and style to any car.

No. 101

No. 103

No. 104

and 102 **DOOR HANDLE GUARD PLATES**

Style King Door Handle Guard Plates are designed to perfectly match the car manufacturer's body trim. They are constructed to look like factory trim on the car. Made of rich, gleaming, super-polished, gleaming stainless steel. Perfect 1 pair to attractive display box.

No. 101—Fits 1949-53 Ford Mercury and Lincoln.
No. 102—Fits 1949-53 Ford Mercury and Lincoln.

No. 103—Fits 1949-53 General Motors Corp. Buick, Oldsmobile and Pontiac.
No. 104—Fits 1949-53 General Motors Corp. Buick, Oldsmobile and Pontiac.

No. 105—Fits 1949-53 Plymouth, Dodge, DeSoto and Chrysler.
No. 106—Fits 1949-53 Plymouth, Dodge and 1949 Ford.

No. 107—Fits 1949-53 Hudson, except 32 Jet.

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Making Useful Jack For Transmissions

THIS is the way I made a useful transmission jack that saves effort as well as time:

Take a regular scissors jack and weld a piece of steel plate $\frac{1}{4}$ " stock, 8" square, on the base. On each corner of the steel plate weld four steel casters. Weld another piece of steel plate the same size on the top of the jack.

Weld two pieces of angle iron on each end of the top plate to steady the transmission, and the jack is ready for use.—Shadrach H. Boyer, Box 94, Delaware City, Delaware.

Servicing Valve Lifters On 1949-50 Oldsmobile

WHEN doing work on the hydraulic valve lifters on 1949-50 Oldsmobile "Rocket" engines, the intake manifold gaskets are always replaced. To save time, leave the ignition brackets and water plates on heads.

Using a sharp chisel, cut off the gaskets ahead of the plates. New gaskets can be cut off with tin snips. This saves removing all ignition wires, brackets and throttle linkage.—Francis Edmonds, Box 126, Linn, Kansas.

Recoiling the Cable On Speedometers

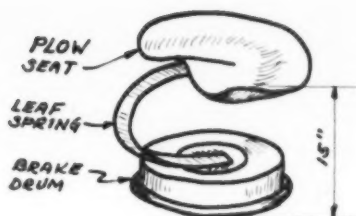
SPEEDOMETER cables covered with heavy grease are apt to be noisy in cold weather. When washing and recoiling them, I use this method to make the job cleaner and easier:

Put the lubricant in a bottle and coil the cable down in the bottle, top end first. After starting in the housing, the cable will practically shoot itself into place without dripping oil on the floor or upholstery and without getting grit on the clean cable.—H. C. Blankenship, Blankenship Auto Service, Atlanta, Georgia.

Making Handy Seat From Old Plow

AN old plow or tractor seat makes a good rest for mechanics when mounted on a brake drum. Select an old automobile spring leaf 36" long, heat and bend the leaf to form a "U".

Weld one end to the bottom of the plow seat and the other to the back of an old brake drum.



This is handy when doing brake jobs, fender repair or any other job that requires squatting for any length of time.—L. W. Lefler, Lefler's Garage, Abilene, Texas.

Stopping Hood Vibration On Chrysler Products

HERE is a quick way to stop the hood counterbalance coil spring on Chrysler products from vibrating and rattling:

Take a piece of radiator hose that is a snug fit when slipped over the spring. Cut as long as spring and then make a spiral cut from end to end. Work the hose around the spring. — A. A. Whitely, shop foreman, White Motor Company, Lockhart, Texas.

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FRONT-END SUSPENSION PARTS

GET INTO this fast-growing replacement parts business! Nearly all cars built during the past 10 years have the same basic front suspension design — providing a front-end service market that is growing daily. A small stock takes care of most replacements — assures quick, profitable turnover. Individually packaged in neat, compact kits. Attractive counter displays, window posters, and other selling helps furnished. No "engineering degree" needed for simple installation — use ordinary tools.

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Stopping Grease Leak At the Rear Axle

SOMETIMES grease leaks occur at the rear axle housing and differential carrier. To stop this easily without removing assembly, try this method:

First drain grease. Clean all dirt from joint, using air hose. Loosen bolts and pry apart far enough to pull a soft string that has been covered with gasket cement down to the bolts in housing. Tighten bolts to required torque and refill

with lubricant. — *Lawrence E. Shepard, Ford Garage, Emporia, Kansas.*

Removing Rear Springs On Ford Pick-Up

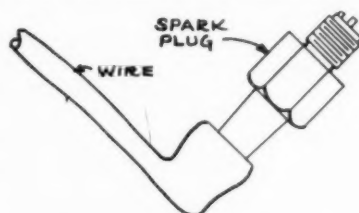
WHEN removing the rear springs on a 1950 Ford pick-up, sometimes the pins through the ends are stuck tight. There is no hole in the frame to drive them out.

Take out the grease fittings, put in a big-head $\frac{5}{8}$ " starter spring

bolt and then put the fork of a long Ford valve lifter behind the head. Then they can be driven out easily. — *Raymond Calvert, Calvert's Body Shop, Mount Washington, Kentucky.*

When Making Road Test Of Ignition System

ON MANY of the newer cars, spark-plug insulators are vulcanized onto the plug wire terminals. They serve a useful purpose but can be provoking when it is necessary to make tests on the ignition system. In road-side trouble-shooting, for example, when the wire is removed from a plug it is impossible to see a spark jump. The mechanic must listen for it



and often it cannot be heard above the noise of the starter of the engine.

For such cases, I carry an old spark plug that has been treated like the one illustrated. The side electrode has been broken off, leaving only the center one to carry current. Such a device can be snapped into a plug wire and held a slight distance away from the metal of the engine, making it easy to see and judge the spark intensity. — *Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.*

Converting Screwdriver Into Handy Wrench

TO CONVERT a screwdriver into a valve door wrench for L-head engines, try this method:

Use a $\frac{3}{8}$ " screwdriver with a 12" shank. Cut a notch about $\frac{1}{8}$ " wide by $\frac{3}{4}$ " deep to straddle thumb screws on valve door. I find this prevents burned hands and saves time in loosening and tightening valve door screws behind hot manifold on Pontiac and Chrysler products, as well as other L-head engines.

It may be best to grind off about $\frac{1}{2}$ " or more of the screwdriver before sawing the notch so it will be thicker and stronger. — *H. A. Smith, Marlow, Oklahoma.*

the same high quality . . . the same precision engineering . . .

BUT MORE Durable THAN EVER!



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FRONT END SUSPENSION PARTS
TIE ROD ENDS • KING BOLT SETS
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FORGINGS:

After years of research, G-H has developed special heat treating and case hardening processes that give our forgings double the strength of our previous forgings—actually file hard, yet with a soft core! To motorists, this means more mileage, longer lasting adjustments and increased driving safety. To dealers, it means more repeat business . . . greater profits! G-H forging kits are shipped preassembled from the factory to assure proper fit and the proper component parts. And remember, G-H costs no more than other kits.



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Try BLUE CROWN yourself. Install a set in any car giving you spark plug trouble. You too will quickly learn the advantages of these less fouling, easier starting, smoother idling, modern spark plugs.

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Price of Survival

(Continued from page 75)

satisfactions that inspire people everywhere to a new hope for a better life. Mankind is on the march—destiny unknown.

The disillusioned peoples of many nations are ripe for the painted allurements of communism. Discontent with low economic and social status and racial prejudices provide the ferment in which communism flourishes. Governments based on oppression and poverty

for the multitudes and power and privilege for the few are disintegrating throughout the world.

A More Positive Approach

Our first objective was to prevent the further absorption of peoples and nations by the communists. It found expression in military action in Korea. For the most part, it is being carried out through a program of economic and military aid to countries that have demonstrated a desire and capacity to fight communism. Though success-

ful in large measure, this policy has failed in some countries because of our ineptness and a question as to our motives.

Whatever the success or failure of these initial efforts, we should re-examine and re-appraise them. We should now move to a more positive approach in which our efforts will be attuned to the aspirations and needs of particular countries. Our motives should be clearly revealed as being primarily to help people who want to preserve the freedom they have and are trying to achieve a more productive and more satisfying social, economic and political order under freedom.

Another objective has been to further mobilize and multiply the military and economic strength of free peoples so as to prevent the communists from overrunning other parts of Europe and Asia as well as to form the base on which military success can be achieved if the communists resort to war. Here again our approach should become more positive, our objectives clearer and our motives defined in terms of preserving freedom and multiplying the opportunities for a better life for the peoples of cooperating nations.

Our task is to convince the rest of the world that our motives are to promote freedom for all as well as to preserve it for ourselves.

Until now, our objectives and methods have been largely of an emergency nature. We have adopted temporary expedients. We now face the tragic necessity of living dangerously in a danger-filled world for the foreseeable future. The greatest peril of all would be a complacent feeling that the situation will work out all right. We need to sustain courage of a high order in the presence of uncertainty as to the plans of the Kremlin.

We would like to find an easy and comfortable way out of this threat to our way of life and to the society of free men. We would like to pull the cover up over our eyes and blot out the ghastly prospect; but it is there, a reality and not a bloody nightmare.

Harsh Realities

Three unpleasant realities confront us: (1) that the communists have brought under their domination and control a large part of the world and are now attempting the conquest of the entire world; (2) that this country is cast in the role of world leadership, the



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THE NEW
B-102
SEALED BEAM
SPARE BULB
AND FUSE KIT



Another New Anthes Product!

Shown above is just one of the many new products introduced recently by Anthes, "The fastest growing safety equipment line." An attractive new Anthes catalog with complete information about these new items as well as the entire Anthes line is yours for the asking—write Anthes Force Oiler Company, Fort Madison, Ia.

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... and proud to serve the safest
drivers on the road!



exercise of which may determine whether an all-out military war may be prevented or, if it comes, may be won; and (3) that the clash and struggle of freedom vs. communism will go on and on for the indefinite future.

Recognizing the necessity for making long-range plans in the exercise of this leadership, part of our present task is to evaluate our own internal strength and weakness and prepare for the long pull. We should recognize that a large part of the financial and economic burden of this conflict has fallen on the United States and that the health of our economy has a profound effect throughout the world.

The success or failure of governments in many countries to remain free from communist domination will depend not only on our direct help but in some measure upon the financial stability of this country and our avoidance of inflation or deflation. World progress and stability at the present time are more closely tied to the integrity of the American dollar than ever before.

Areas of Weakness

Evidences of financial and economic strength in this nation are well recognized, but our weaknesses have been obscured by the rapid developments of the past two decades. There are several areas of economic weakness, actual or potential, that have developed in recent years which require examination and evaluation and where positive national policy and action are needed. Attention is directed to five of these areas:

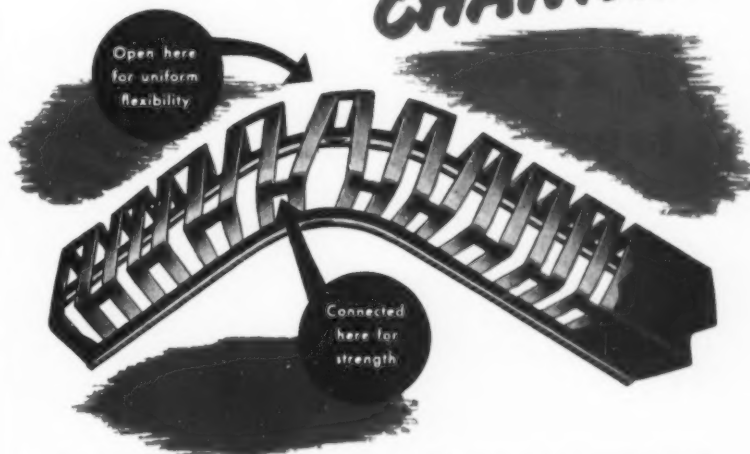
Inflation—Deflation

(1) In certain segments of the economy, inflation since 1940 has confiscated a substantial part of our wealth. During this period, the cost per unit of production has increased nearly 100%, while the physical volume of goods and services has increased only two-thirds as much. A dollar at the present time will buy only what 53¢ of the same dollar would have bought in 1940. The full impact of the destruction of part of our dollar wealth by inflation is yet to be felt in our economy.

While some increase in the dollar supply has been necessary to serve increased production, the excessive increase has resulted in the wasting away of nearly half of the value of the dollar within a twelve-year period. However, any precipitate decline from the pres-

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ent plateau of prices and wages through deflation would be disastrous. On the other hand, further inflation would be explosive.

We are caught at a point where reasonable stability with a minimum movement either way appears to be the only hope of avoiding disaster. Whether we have the capacity, as well as the political and moral courage, to steer the economy on a reasonably even keel between inflation and deflation becomes the number one question in domestic, as well as in

world economic affairs. Required are sound fiscal and tax policies, proper monetary and credit control and judicious management of the public debt, all backed by a determined administrative and legislative policy of government.

Controlling the Budget

(2) We find ourselves with a government debt unparalleled in amount and proportions and a federal budget around the \$80 billion level and not balanced with revenue. Taxes of all kinds absorb

some 30% of total national income. We appear to be stretching to the limit the capacity of our economy to service government. We have been able to withstand this burden in part through the confiscation of part of our dollar wealth and through eating up some of the "fat" previously accumulated.

Further government expenditures are projected near the current rate. How long and to what extent our domestic economy can stand such a drain without producing dangerous cracks remains to be seen. We can avoid this danger by bringing the budget down to manageable proportions and at the same time meeting defense needs and maintaining a stable economy. Such a program is believed by competent students to be possible if vigorously pursued by leaders in government and properly supported by the public.

Threats to Corporations

(3) Part of the accumulated "fat" of our economy is being consumed through a capital levy on our productive machine, a combined product of inflation and the tax structure. Depreciation charges on productive plant and equipment provide only one-third to one-half of the reserves required to replace such facilities. The remaining part of the cost of such replacement constitutes, under our tax laws, a capital levy. Such replacement must be provided by new capital or borrowed dollars or out of earned net income.

Net income in the case of corporations is income that is left after paying Federal income taxes of 52% to 82%. Many corporations that show a net income after taxes would show little, if any, net income if the full dollar replacement costs of depreciation of plant and equipment were charged as an expense. In addition, this unrealistic and inflated net income of corporations after taxes becomes subject to a graduated income tax when distributed to individual share owners.

The net result is that share owners in many corporations receive little, if any, economic net gain from their investments in common stocks. The incentive to corporate share ownership is becoming weaker and, in time, the corporate form of enterprise will begin to disintegrate unless there are changes in our tax laws. The corporate form of business is the foundation of the private-enterprise system. The

IT PAYS
to use
RUGLYDE®
RUBBER LUBRICANT
3 WAYS



This triple-purpose, industry-approved product comes in one and five gallon cans; also 8-oz. refillable applicators. Order from your jobber.

VISIT OUR BOOTH
NOS. 173-174
AT SOUTHWEST
AUTOMOTIVE SHOW



AMERICAN GREASE STICK CO.
MUSKOGON, MICHIGAN





**Business is booming since
I discovered independents
can display this sign!**

To Ford owners it's famous

This Genuine Ford Parts oval is a "letter of introduction" to Ford owners. They know that wherever they see it they can get the *best* parts for their Fords. And they know the man who takes the interest to stock the best parts for their Fords will give them the best service job, too.

That's why this sign will really increase your Ford work.

And a colorful series of advertisements in big-circulation magazines is convincing *more and more* Ford owners that they should look for this famous blue sign—which you can have outside your independent garage.

To you it costs nothing

Just mail this coupon today. We'll tell you how you can get this business-booming sign, which costs you nothing, for *your* garage.

MAIL THIS COUPON NOW!

PARTS AND SERVICE SALES DEPARTMENT
Ford Division, Ford Motor Company, Box 658, Dearborn, Mich.

Please send me complete information telling me how independent garages can get a Genuine Ford Parts sign. I'd like to cash in on this, too!

FIRM NAME _____
INDIVIDUAL'S NAME _____
ADDRESS _____
CITY _____ STATE _____

alternative is nationalization.

Social-Economic Programs

(4) Within the past two decades, this country has embarked on many programs with social-economic objectives, the full impact of which cannot be measured as yet. Some of these programs are socially desirable and represent human progress. Others fit into the pattern of state socialism.

Subsidies and payments by government under some of the programs have no sound economic basis and represent a financial drain on the taxpayer without a compensatory public benefit. As illustration: a large part of the billions of dollars of tax money that has been spent in the name of improved waterways and the development of electric energy, represents a perversion of sound economic theory for the benefit of favored groups and to the hurt of others.

The increasing heavy drain on the Federal Treasury from social-economic outlays at a time when budgetary needs strain the financial capacity of Government requires a re-examination and re-evaluation of them in terms of costs to the taxpayer as compared with resulting public benefits. Political courage of a high order will be required to reduce or discontinue many of these programs. Some of them are political dynamite.

Industrial Warfare

(5) As we strive to find answers in our quest for world peace, we should also attempt to discover a substitute for labor-management wars that imperil the national welfare. A strike or lockout is a form of economic war. Use of force to resolve economic issues seldom yields a fair and just result. As labor-management relations in this country reach maturity, there will come a measure of our capacity and intelligence to find in reason and justice a substitute for economic warfare.

The giants on both sides in such contests have at their mercy the welfare of the American people and sooner or later will come a test in which the rights of all of the people must be recognized as supreme over the rights and power of any economic group. Economic warfare can destroy the foundations of the private-enterprise system and democratic government. Ways of peace must be found to replace the losses and hardships of industrial warfare.

I would say, in conclusion, that the hour for temporary expediency in our national life has passed. We should now look beyond the horizon. Our peril is great and danger may be nearer and greater than we think. We must develop our full strength, military and economic and also moral and spiritual. We should gird ourselves not only with military might but with the courage to act on the basis of moral convictions that spring from spiritual resources. We should promptly eliminate any serious weakness-

es in our national life, actual or potential.

Our new President brought a timely challenge to American leadership when he said shortly before Christmas 1952: "It is my conviction that the great struggle of our times is one of spirit. It is a struggle for the hearts and souls of men . . . it is a contest for the beliefs, the convictions, the very innermost soul of the human being."

No. 5 of this series

By Allan Shivers

will be in the April issue of S.A.J.

now World Bestos

Brake Lining Engineered for HIGH HORSEPOWER CARS

New cars with higher horsepower and automatic transmissions require more stopping power . . . often call for different brake frictions and sizes on front and rear axles. World Bestos linings (both Dry Mix and Wireback) are now engineered to give that extra stopping power! WB uses seven different frictions to meet passenger car requirements alone . . . and all WB passenger car lining will be packaged in single axle, 4-piece sets to simplify stocking and handling.



"PRESCRIBED FRICTION" SETS

For passenger cars, commercials, taxicabs, trucks. A Dry Mix lining engineered for each specified vehicle. Also undrilled "PPF" Sets for bonding.



"GRID LOCK" MOLDED SETS

Wireback molded linings for all popular passenger cars, commercials and trucks. Also undrilled "PGL" Sets for bonding.

Also complete line of Brake Blocks for all types of Trucks, Trailers, Buses and Coaches.



'53—Our Biggest Year?

(Continued from page 78)

000,000, or \$413 per person, compared with income of \$11,285,000,000 in 1951, or \$1,412 per person, and that the increase in real purchasing power with 50-cent dollars was 121 per cent per person in 11 years.

That another ten per cent could be added to purchasing power this year in Texas alone seems to be indicated by the recent remarks of a Dallas banker. He said he ex-

pected the Southwestern economy to remain strong through 1953, with continued heavy investment in new plants and equipment, and with reconstruction and expansion of the highway system throughout the area.

In many parts of the Southwest the economy has suffered to a noticeable degree from three years of drouth. But that is to our advantage, too, in one respect. A period of reconstruction lies ahead for many farms and farmers and the needs of these, denied for lack

of purchasing power, have backed up and accumulated. This demand, including long-postponed repairs of automotive equipment, will be released like a flood if we get rain. And one recent long-range forecast has us entering a wet cycle, with progressive relief from the drouth.

It is not my inclination to be an effervescent optimist, as those who know me recognize. It is not my intention to offer these remarks as a guarantee of what I expect in the way of business advancement. All I have sought to do is enumerate favorable factors, something any other automotive wholesaler could do.

But I do firmly believe that if we take advantage of our opportunities, this can be our biggest automotive year.

It is scarcely necessary to add that increased volume will not merely walk in the door. It has to be gone after, as everyone in this business knows. It is quite likely, as I see it, that this business must be sought with renewed vigor and aggression. If my competitors believe as I do, they will be after new business, too.

My modest enterprise certainly puts me in no position to give advice on how to get business. This is the individual's problem, from manufacturer on down, to be solved with his individual devices.

To sum up, I would say that this prospective biggest automotive year can be big for every individual in the business—in proportion to the amount of success required to satisfy the individual, and the amount of hard work he is prepared to invest.

William Grote Dies

William Grote, 85 chairman of the board of the Grote Manufacturing Co. and of the Grotelite Co., died recently at Cincinnati. He was a pioneer in the production of injected molded plastics in this country, having brought over a hand-operated machine from Europe in 1922.

Aro Names Midwesterner

Dan Singleton has been appointed Midwest regional manager for the Aro Equipment Corp., lubricating equipment division. Before joining the company, he worked for a time with a pump and meter manufacturer and later with an air-compressor manufacturer.

→ gives you



**MORE
STOPPING
POWER**

for Today's Cars!

See your Distributor or write direct to:

WORLD BESTOS

NEW CASTLE, INDIANA

Most Profitable Job?

(Continued from page 79)

gross labor is approximately what this does in my shop at least. Reworking and welding are the next most profitable service.

"A mechanic is no better than the tools he has to work with. I am tool and machine crazy and believe in our slogan 'If man made it, we can fix it.'"

"I have come close to breaking myself by buying too many tools and equipment. But if a person

would budget his tool and equipment buying to the amount of gross labor he does, he could never go wrong."

General repairs was ranked first by Cloverdale Garage, Cloverdale, Va., with steam cleaning in second place.

Steam cleaning was also mentioned by Ray Frederick, Ray Shell Service, Washington, D. C., along with lubrication and minor mechanical repairs.

Tune-up with a \$9 labor charge and front-end adjustment with a

complete labor charge of \$6.80 are paying off for Jack Roach Motor Co. (Ford), Houston, Texas, according to C. H. Mitchell, general manager. Truck repairs were the second most profitable item for that company.

Body and fender work topped mechanic work as a profit maker for Rock Creek Garage, Independence, Mo.

These and other replies to the survey seemed to show that there's money to be made in the servicing business—if a shop has skilled mechanics, good equipment and the proper approach to the customer.



Slip in to See Us
BOOTH 392
SOUTHWEST AUTOMOTIVE SHOW

It's EASY to Keep Your Floors FREE of SLIPPERY OIL SPOTS

with
Oil-Dri
TRADE MARK
ABSORBENTS

the modern, economical oil and grease absorbent that keeps your floors dry, clean and safe, and reduces maintenance costs.

SOLD THROUGH AUTHORIZED WHOLESALERS

● A 60-SECOND DEMONSTRATION
WILL OPEN YOUR EYES!

Simply mail the coupon. A factory-trained representative will demonstrate on your own floors, how to obtain better floor housekeeping at lower costs.

MAIL COUPON TODAY

OIL-DRI CORPORATION OF AMERICA
530 N. Michigan Ave. Chicago 11, Illinois

☐ FREE DEMONSTRATION WANTED
☐ HAVE REPRESENTATIVE CALL

Name _____
Address _____
City _____ State _____

Smith's Thieves Weep For Third Time

For the third time thieves tried to break into the safe of Gene Smith, Pontiac dealer at Gastonia, N. C., and went away weeping when they didn't succeed.

Smith has a bottle of tear gas attached to the combination of his safe. When the attempt was made to open the safe, the gas proved effective. This was the third time Smith spoiled the game of a would-be robber of his business.

Car Finance Company Hits Billion Mark

BUSINESS volume for Associates Investment Co. in 1952 increased 19 per cent over 1951 to top the billion-dollar mark for the first time in the firm's history, Robert L. Oare, chairman of the board, reported. Total for the year was \$1,128,377,191.

"There is every reason for optimism in 1953," Oare said. "With the current outlook for full employment, it would appear that there will be a very active market in both new and used cars in the months ahead."

Seiberling Names Polonus

Harold A. Polonus has been appointed publicity manager of Seiberling Rubber Co., a new position for the firm. He had been a member of the public relations staff of the Goodyear Tire & Rubber Co. for ten years. He helped in handling publicity for the 50th anniversary celebration of the automotive industry.

Ramel Heads Ring Division Of Moog Industries

HERBERT M. Ramel, former vice-president of the Ramsey Corp., has been named vice-president of the Piston Ring Division of Moog Industries, Inc., St. Louis, Mo.



Ramel was vice-president in charge of manufacturing for Ramsey for 20 years. At Moog, he will expand activities of the Piston Ring Division, which now

makes piston rings and a piston expanding machine.

A member of the Automobile Old Timers Club, Ramel has also been active in the work of the U. S. Chamber of Commerce, Missouri State Chamber of Commerce and the St. Louis Chamber of Commerce.

Maremont Firm Expands Overseas Operations

MAREMONT Automotive Products, Inc., has formed three new corporations and started a leaf-spring manufacturing plant in San Juan, Puerto Rico, to streamline and expand its export business.

The Puerto Rico plant will manufacture and sell the complete leaf-spring line in all parts of the world except the United States, J. Theodore Wolfson, president of the three new corporations, said.

The three wholly-owned subsidiaries include: Maremont International Corp., operating in the Western Hemisphere; Maremont Overseas Corp., operating outside the Western Hemisphere, and Maremont Manufacturing Corp., which will operate the Puerto Rico plant.

Auto-Lite Card Tells Age of Batteries

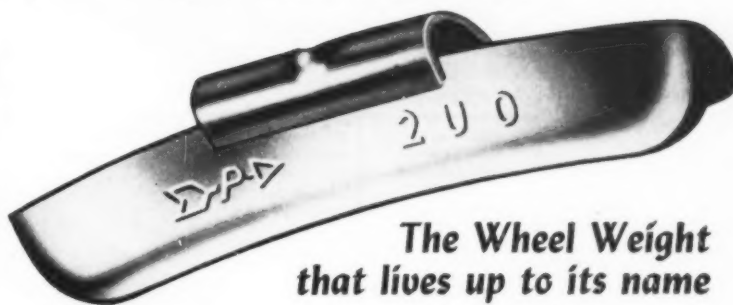
A BATTERY code dating card, showing code dates for 1951, 1952 and 1953 batteries of leading manufacturers, is being made available through the distributors of The Auto-Lite Battery Corp.

A comparison of the code dates on the battery and the card reveals the age of the battery and helps the shop know when to recommend a new battery to the car owner.



...Where
BALANCE
is needed!

PERFECT
WHEEL WEIGHTS



The Wheel Weight
that lives up to its name

● "U" TYPE

A favorite in the industry. Fits ALL rims having factory trim rings except late model Cadillacs.

● "C" TYPE

The "C" type weight (new style) in six sizes will give most satisfactory results on passenger cars with "K" or "L" type rims.

● "SPECIAL" TYPE

Made for late model Cadillacs with hub caps covering entire wheel, except 1951 model for which "C" type weight is recommended. 6 sizes.



PERFECT EQUIPMENT CORP.
804 W. Morgan St. KOKOMO, IND. P.O. Box 706



Manufacturers of Wheel Weights for Trucks and Passenger Cars

Jobber News

(Continued from page 95)

Just how helpful it will be to exhibitors to have in advance this list of attending salesmen and countermen has not yet been demonstrated. However, this novel type of show cooperation with exhibitors was said to be receiving a warm welcome from factories.

President T. C. "Buddy" Garrett, Buddy Garrett Auto Supply, Dallas, and Dean A. Johnson, show manager, announced cancellation

of the kick-off banquet after action by the board of directors. The board approved the cancellation recommendation made by the show committee, headed by Ray C. Ricke, Proto Tools representative, also of Dallas. Cost of individual tickets under prevailing banquet prices approached the hardship bracket, especially for jobbers bringing multiple personnel, it was pointed out. Furthermore, it is no secret that the show, in absorbing part of the cost, always lost money on the banquet.



Ray Ricke of Dallas (top photo) is show chairman and Dean A. Johnson (above) is show manager.

Grote has a FLARE FOR SAFETY

Here's a package of safety for every emergency highway stop. Small and compact to save space — with new Plexiglas reflectors — a brilliant warning flash the maximum reach of approaching lights. Opened instantly, they lock in vertical position and dig in to stand firmly even in a 40-mile wind. They're effective day and night — and exceed all I.C.C. and State requirements for truck and bus emergency warning signals.

SPECIFY

TRUCK



LINE

**FOR ALL LAMP
REPLACEMENT**

Send for complete catalog.

See us at
**SOUTHWEST
AUTOMOTIVE
SHOW**
Dallas, Texas
Booths 219-220

Grote famous "70" Flares
are furnished in space-saving
metal-cased sets of
two or three — with and
without flags. Case only
3" x 4½" x 8½"



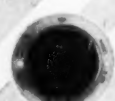
No. 70



No. 204 Sturdy
Streamlined Marker Lamp



No. 200 Heavily Armored
Clearance Lamp



No. 100 Brilliant
Reflectors



No. 110 All Plastic
Face Reflectors



No. 201 Shatterproofed
Plastic Bee Hive Lens

THE Grote MFG. CO., INC.

GROTE SQUARE
BELLEVUE, KY.
(Opposite Cincinnati)

The negative emphasis on alcoholic refreshments was suggested in a form letter sent to all exhibitors. It called attention to the amount of money spent normally by all participants aside from entertaining and suggested that all would benefit more from the show if entertainment were minimized.

"This is not an attempt to limit personal liberty," read the form letter signed by Manager Johnson. "It is, however, an appeal to all participants to exercise restraint in order to secure maximum benefits from the coming show."

Late in December and throughout most of January, a committee of Dallas wholesalers thoroughly canvassed the prospects of a "Care Will Save Your Car" meeting. The committee, consisting of Albert May, Beard and Stone Electric Co., D. B. Pickens, Terry Automotive, and Richard Meggs, The Meggs Co., first considered March 25—day before show opening—for this meeting. This appeared to be impractical and a February date was also considered. However, Pickens announced finally that plans for a Dallas CARE meeting at any time



HUDSON SUPER JET 6-PASSENGER, 4-DOOR SEDAN

It's Here!

In the low-price field!
A new kind of car!



THE WONDERFUL

HUDSON [✈]JET

A compact, economical wonder car with performance, luxury and safety comparable only to that of the fabulous Hudson Hornet and Wasp!

HERE IS a new kind of car with such high-power performance, such luxury, such remarkable riding qualities, such durability and safety that it can be compared only to the fabulous Hudson Hornet and Wasp. Yet it sells in the low-price field!

Because the Hudson Jet has exclusive "step-down" design, with America's lowest center of gravity, it can safely handle more power in relation to its weight than any other low-priced car.

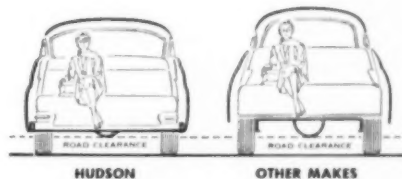
Ingenious use of space provides complete comfort for six passengers. Perfect weight balance does away with "wheel fight," makes it easy to drive, easy to park.

Now you can have the edge on them all!

With the Hudson Jet in the low-price field, the Hudson Wasp in the medium-price field, and the Hudson Hornet in the upper-medium-price field, Hudson dealers have a 94% coverage of the American new-car market—a coverage greater than that of dealers handling any other make of car.

You can cash in on this huge market and have the edge on them all. For complete information, send in coupon today!

Standard trim and other specifications and accessories subject to change without notice.



HUDSON

OTHER MAKES

**THE WONDERFUL NEW HUDSON JET
WOULD NOT BE POSSIBLE WITHOUT
HUDSON'S EXCLUSIVE "STEP-DOWN" DESIGN**

**C. A. J. Hadley, Sales Manager
Hudson Motor Car Company
Detroit 15, Michigan**

Please rush me complete information on the Hudson dealer franchise and details on the new wonder car.

Name

Address

City & State

Business Position



Audience - participation sessions where these district managers and salesmen demonstrated through skits the techniques they used in selling various products were a feature of the recent replacement sales conference conducted by the Raybestos Division of Raybestos-Manhattan.



These outstanding fabrics are perfect for making custom seat covers which are different.

Horco coated fabrics are waterproof, stainproof and flame resistant. They resist oils, greases, acids, salt water, etc. They are available in a wide variety of beautiful colors.

SEND FOR YOUR SAMPLE BOOK TODAY.

Manufactured by **HODGMAN RUBBER CO.**, FRAMINGHAM, MASS.
DISTRIBUTED BY

ADMIRAL FABRICS

22 E. 21st St., NEW YORK 10

WEST COAST REPRESENTATIVE — M. L. BUD COHN, 1323 VENICE BLVD., LOS ANGELES 6

SEND FOR THIS
SAMPLE BOOK
OF **HORCO**
FABRICS FOR
CUSTOM SEAT
COVERS



in advance of the show had been abandoned.

In addition to Garrett and Johnson, show officers are H. C. Westbrook, of Westbrook-Reynolds, Inc., wholesale firm of Texarkana, Ark., and two Dallas manufacturers' men—T. H. Everett, second vice-president, who is sales manager for the Better Monkey Grip Co., and John Harvey, treasurer, head of the Harvey-Merriethew Co., a manufacturers' agency.

Membership of the show committee, in addition to Chairman Ricke and D. B. Pickens, includes two wholesalers, Joe Egan of The Motor Mart, Dallas, and George Liser, George's Auto Parts, Fort Worth, and two manufacturers' agents, Walter Frazier, of the Hirsig-Frazier Co., Dallas, and Fritz Keller, the Fritz Keller Co., Fort Worth.

The directorate includes five wholesalers. They are R. C. Archenhold, Archenhold Automobile Supply Co., Fort Worth, Wayne Bull, Wayne Bull Auto Parts, San Antonio, Harold Delhommer, Harold, Inc., Lafayette, La., John Reynolds, Straus-Frank Co., Houston, H. J. Vanhook, Van's Auto Supply, Oklahoma City, and J. B. Wilson, Gulf Distributing Corp., Houston.

There are an equal number of directors from the manufacturing segment of the industry, and they are Frank J. Brogan, Frank J. Brogan Co., Dallas, John McKinney, Van Norman Co., Houston, Jack Porter, Klein-Porter Sales Co., Oklahoma City, W. Frank Russell, W. Frank Russell Co., Dallas, and Harry Spear, Moog Industries, Inc., San Antonio.

Texas Wholesalers Meet In Dallas March 25

THE Automotive Wholesalers of Texas will hold a one-day session in Dallas on March 25 at the Adolphus Hotel, one day before the opening of the Southwest Automotive Show.

All automotive wholesalers are

**These are
your producers
of VMC
ARMATURES
in the South:**

- Automotive Armature Works
VMC ▼ 126
Atlanta, Georgia
- Auto Equipment Co.
VMC ▼ 128
Washington, D. C.
- Automotive Elec. & Parts Co.
VMC ▼ 169
Baltimore, Maryland
- Carburetor Electric Co.
VMC ▼ 131
Montgomery, Alabama
- Dykes Auto Electric
VMC ▼ 130
Tampa, Florida
- The Hastings Company
VMC ▼ 168
King, North Carolina
- Jobbers Supply Service
VMC ▼ 121
Columbus, Georgia
- Kimco Auto Products
VMC ▼ 133
Memphis, Tennessee
- McCarty's Generator Service
VMC ▼ 157
Newport News, Virginia
- Metro Electric Co.
VMC ▼ 154
Amarillo, Texas
- Moore's Generator Exchange
VMC ▼ 118
Albuquerque, New Mexico
- N & W Armature Works
VMC ▼ 159
Sumter, South Carolina
- Purco Company
VMC ▼ 165
New Orleans, Louisiana
- Pure's Auto Service
VMC ▼ 158
Memphis, Tennessee
- Rebuilt Parts, Inc.
VMC ▼ 144
Columbia, South Carolina
- Sanders Auto Electric
VMC ▼ 124
Augusta, Georgia
- Southland Armature Works
VMC ▼ 152
Dallas, Texas
- Sunshine Armature Works
VMC ▼ 166
Deland, Florida
- Unit Parts Company
VMC ▼ 151
Oklahoma City, Oklahoma
- Weathersbee Electric Co.
VMC ▼ 142
San Angelo, Texas

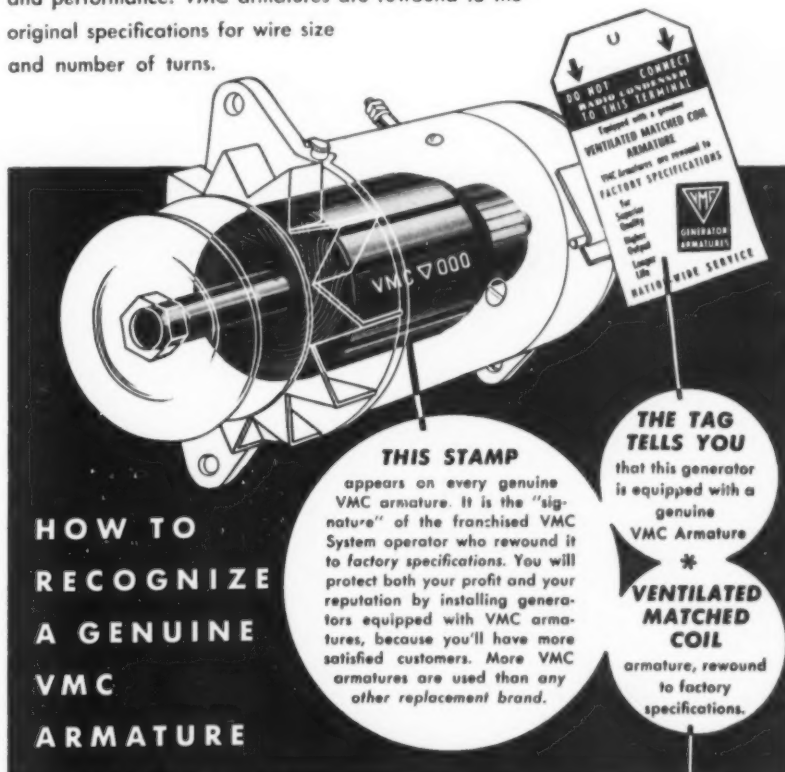
OTHER MEMBERS LOCATED TO
PROVIDE NATION-WIDE
SERVICE

Protect your PROFIT and your REPUTATION

Don't gamble with your customers' confidence. Don't risk "comebacks."
Keep your profit and your reputation at the highest level by selling
generators that you can stand behind with confidence and pride.

Buy rebuilt generators with VMC* Armatures

You will be assured of better, more dependable generators with longer life and
higher output when you insist on VMC. VMC generators are equipped with
ventilated, matched coil armatures which duplicate the original in appearance
and performance. VMC armatures are rewound to the
original specifications for wire size
and number of turns.



**HOW TO
RECOGNIZE
A GENUINE
VMC
ARMATURE**

NATION-WIDE SERVICE



Best of all replacement armatures
BUY THROUGH YOUR JOBBER

THE VMC SYSTEM, STATION D, ATLANTA, GEORGIA

invited, whether or not they are members of AWOT, Executive Director G. C. Morris said.

Morris will discuss the legislative program of the association and at least two outside speakers will address the meeting.

The meeting will begin at 10 a.m.

Auto Parts Names Miles

Ed Miles is now manager of Auto Parts & Gear Co., Hendersonville, N. C.

Three Meetings in South Scheduled by the AEA

DATES for three regional meetings in the Southern territory have been announced by the Automotive Electric Association. Dates and locations are: Atlanta, April 20-21; St. Louis, April 30-May 1, and Dallas, May 4-5.

In addition to some general sessions, a number of the manufacturer members will conduct individual sales and service meetings for their accounts in the field



H. C. "Pete" Hunt has been appointed general manager of Morrison-Dodd Co. and Replacement Parts Warehouse, Inc., Los Angeles, Calif. Hunt has been in the trade for 30 years. For a time he was field secretary of National Standard Parts Association in Texas and 11 western states.

Just the carburetor parts you need!

HYGRADE

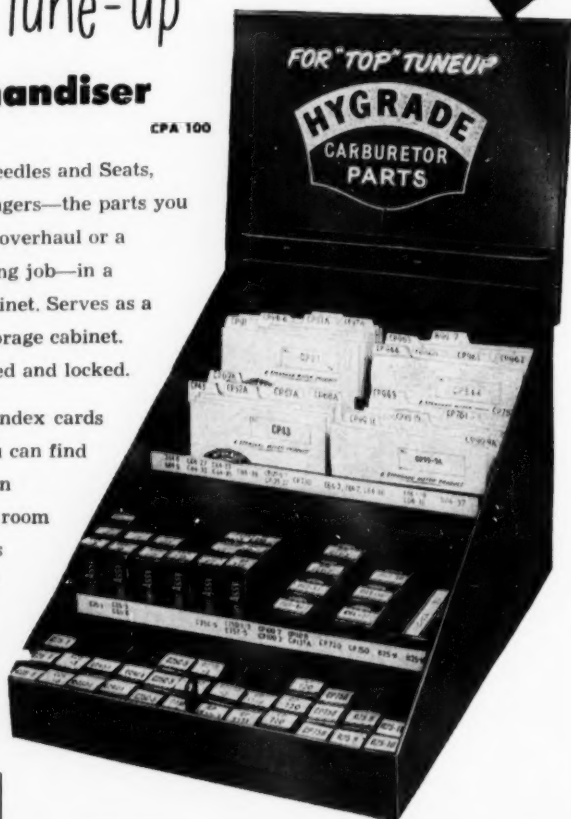
"Top Tune-Up"

merchandise

CPA 100

Gasket Packet, Needles and Seats, Pump Piston Plungers—the parts you need for a simple overhaul or a complete rebuilding job—in a durable metal cabinet. Serves as a display, or as a storage cabinet. Cover can be closed and locked.

Partitioned with index cards and labels . . . you can find the right part in an instant. Plenty of room for more numbers and/or additional stock. All parts are individually packaged so there's no waste.



HYGRADE PRODUCTS DIVISION

Department SI

STANDARD MOTOR PRODUCTS, INC.
37-18 Northern Blvd., Long Island City 1, N. Y.

Write for catalog sheet HF491 describing special price offer, free dealer helps.

during the two-day sessions.

Manufacturers participating in the meetings include: American Bosch Corp., Bendix Products Division, Briggs & Stratton Corp., Carter Carburetor Corp., Eclipse Machine Division, Holley Carburetor Co., Buffalo Division of Houdaille-Hershey Corp., King-Seeley Corp., Leece-Neville Co.

Marvel-Schebler Products Division, Packard Electric Division, Scintilla Magneto Division, Stewart-Warner Corp., Trico Products Corp., United Motors Service, The Weatherhead Co., Wico Electric Co. and Zenith Carburetor Division.

Puritan Brake Clinic Travels the South

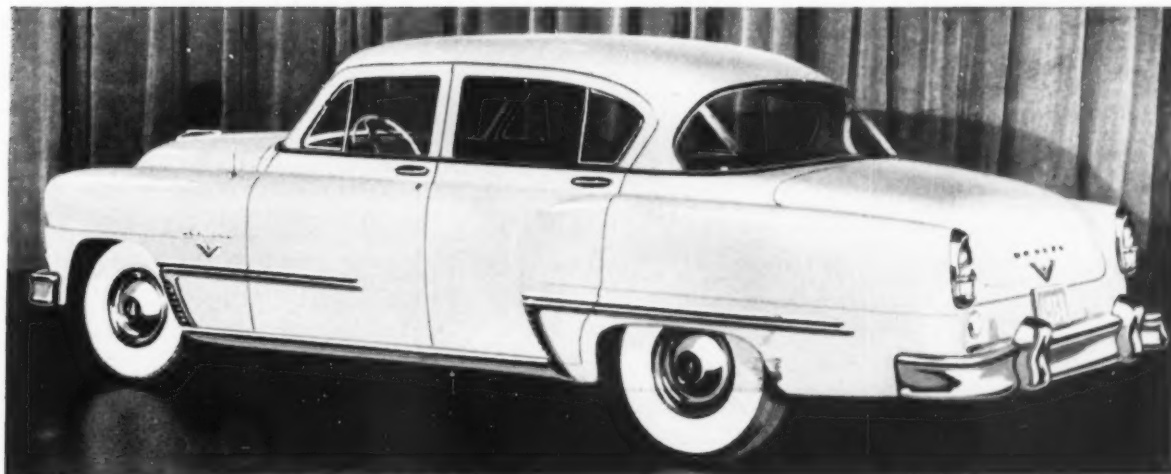
THE Puritan-United traveling brake clinic of United Parts Manufacturing Co., featuring large-scale glass working models of various brake systems and other sales and technical helps, will move into the Virginia area late this month.

The clinic will work the Georgia and North and South Carolina areas around June, Manager Bernard A. Bannon, Jr., said, and will remain in the Southeast area for around a year.

"We have added **Hastings** filter cartridges and spark plugs to our lines," **R. A. Nix**, store manager. **Jenkins Automotive Parts Service**, Columbia, S. C., reported last month.

The Show Car Of The Year! '53 DE SOTO

(With beautiful new "Low Contour" design)



160 H. P. FIRE DOME V-8 and POWERMASTER SIX

SOUTHERN AUTOMOTIVE JOURNAL for March, 1953

Want more facts? Use Reader Service Card page 146

183

How're Your Gross Sales Running? Replies Reflect a Varying Picture

"OUR gross sales are running ahead of last year as of this time," R. A. Nix, store manager of Jenkins Automotive Parts Service, Columbia, S. C., reported in answer to a survey by SOUTHERN AUTOMOTIVE JOURNAL last month.

"We are looking forward to a much better year than last," he

said. "We believe this is going to be the year that is going to help all of us get over the 'hump.' There is plenty of business out there and we intend to get our share."

His answer was typical of about half of the 350 firms surveyed. While very few wholesalers seemed to be really crying the blues, a

number of them reported that business was off slightly. Several reasons were given for these slight drops.

"The situation doesn't look good at present because it is so dry," reported Ben Leva, owner, Ben Leva Auto Supply, Lawton, Okla. "We need rain badly and until we get some moisture, things are going to be slow. We are feeling the effects of the drought and cotton crop failure."

"Mild weather has made our sales of chains, anti-freeze and heaters much less," commented Vann S. Joines, president, Joines Auto Supply Co., Inc., Reidsville, N. C.

The effects of unusually warm weather were also mentioned by



LIFT

"UNDER-CAR"
REPAIR-JOBS TO
THE BEST WORKING
HEIGHT WITH THE

NEW.....HOISTER

(By the Makers of Hypressure Jenny)

SAVE UP TO 50% OF MECHANICS' TIME and WAGES ON UNDER-CAR REPAIR JOBS

Garage, fleet and service station mechanics work faster and more efficiently when they are not forced to hunch, crouch, or lie on their backs in uncomfortable working postures. With the new, automatically safety-locked, air-operated HOMESTEAD HOISTER, a car or truck can be instantly raised and securely held at the most convenient working height for any "low-down" or under-car service. As a result, repair time and labor costs are reduced and profits increased.

To prove it, we will gladly arrange for a demonstration in your shop. Write today for complete information and address of nearest jobber.

ILLUSTRATED FOLDER AND PRICES ON REQUEST

HOMESTEAD HOISTER requires little floor space when not in use. Stores in approximately a 30-inch square.



HOMESTEAD VALVE MANUFACTURING COMPANY

"Serving Since 1892"

P. O. BOX 99

CORAOPOLIS, PA.

A Reader Survey

W. Petty, advertising manager of Koochook Co., St. Louis, Mo.

"Several manufacturers have reduced prices and this may be a serious problem soon," commented G. K. Linkous, owner of Link's, Danville, Va. "It seems to me that for the first time in history the law of supply and demand has been deliberately suspended, so that while many items are actually in over-supply, the price is being kept falsely high.

"The swollen bubble may burst and we might have a sudden and severe price drop, as we may have been keeping prices artificially high by false stimulants that may be now losing their force.

"On the other hand, how can we pay \$75,000,000,000 taxes if business drops?

"So we are traveling in a circle and I don't know the answer."

"We are having a hard time to hold our margin of profit due to price-cutting tactics in our own area," reported one Mississippi firm, whose volume has been running ahead of the same period last year.

"Our business, excepting our home major appliance department, has been better than last year," said a Floridian who reported a drop in over-all volume. "In the major appliance field we are faced with competition that renders no in-warranty service to customers and sells at 15 to 20 per cent off list to anyone, regardless of num-

HOBBS CO PRODUCTS

A COMPLETE LINE OF FAST MOVING CHEMICAL PRODUCTS



MAKE CASH REGISTERS SING

KEEPS CASH REGISTERS SINGING

COME TO SEE US
SOUTHWEST AUTOMOTIVE SHOW
BOOTH 352
MARCH 26, 27, 28, 29 - 1953



HOBBS SWETNAM CO., INC., WICHITA FALLS, TEXAS

ber of units involved.

"This is materially cutting into our volume in this field and will take time to overcome."

Those who anticipated better business in 1953 made it clear that they would have to put forth plenty of effort to get it.

"Business is there if you look for it," said B. F. Keam, Jr., sales director, Monarch Auto Supply Co., Covington, Ky.

"Sales have been running ahead of a year ago and we are looking for a good year," commented John

E. Morris, owner, Carburetor & Ignition Co., Hattiesburg, Miss.

"Our volume has been a little ahead," said Ed Miles, manager of Auto Parts & Gear Co., Hendersonville, N. C. "1953 will require better salesmen and better service. For this, we have a training program underway."

Jackson "Jack" Lee, formerly with the Packard and Willys dealer in Statesville, N. C., has joined **The Flowers Co.** branch in that city as outside salesman.



J. W. "Dub" Atkinson has been appointed assistant sales manager of Mountjoy Co., San Antonio, Texas, and will work directly with President C. H. Mountjoy. Atkinson joined the firm eight years ago in the brake department. Most recently he was an outside salesman for the firm.

for greater safety

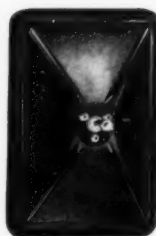


larger mirror head for better vision

KD 99 This new 5½" x 8½" rectangular mirror head for heavy duty vehicles has double-strength easily replaceable mirror glass . . . locked in place and protected by rubber guard. Its silvered surface and glass edges have double coated seal to prevent deterioration. Gasket over rear surface prevents moisture penetration. Steel mirror back ribbed to increase strength, without increasing weight. Full swiveling steel stud for maximum adjustment . . . fits standard mirror arm. Two inner reinforcements plates prevent wear . . . guard against vibration.



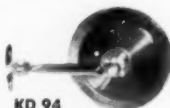
PROTECTED BY RUBBER GUARD



KD 99

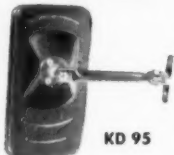
economy mirrors for panel trucks

MILK, BREAD AND PARCEL DELIVERY VEHICLES • STATION WAGONS • CABS



KD 94

KD 94 is equipped with 5½" head KD 100. Panel mounting is facilitated by 5½" seamless tubing arm . . . reinforced for durability. The housing of the mirror head is ribbed for strength without increasing weight. Well-gasketed . . . the glass surface is silvered to prevent weather deterioration. Vibration proof. Black enamel finish.



KD 95

KD 95 has large 4¼" x 8" rectangular head KD 111. Its seamless 5½" tube arm is reinforced for extra strength. Large head insures greater visibility. Silvered and gasketed to prevent weather deterioration. Black enamel finish.

THE COMPLETE LINE

K-D Saffee Products . . . "The Complete Line" for all safety requirements.

PROTECTED BY
BONDERITE
CORROSION RESISTANT

K-D LAMP COMPANY

1910 ELM STREET

CINCINNATI 10, OHIO

WAREHOUSES: CHICAGO - LOS ANGELES - NEW YORK



Lawson Auto Parts Changes Name

THE name of Lawson Auto Parts Co., Birmingham, Ala., has been changed to Genuine Parts Co. The change affects the main store and three suburban branches in Birmingham.

N. Jack Rhodes continues as vice-president and general manager. Other personnel remain the same.

Moog Announces Promotions

Hubert C. Moog, who has been with Moog Industries, Inc., since 1935 in various engineering, sales and advertising capacities, has been named executive vice-president. George E. Baumgartner, former plant superintendent, has been promoted to vice-president in charge of production and James B. Bushyhead, sales manager, has been named vice-president in charge of sales.

Klier Announces New Lines

President G. W. Klier announced last month the G. W. Klier Co., Atlanta, Ga., was now representing these firms: Auto Vehicle Parts Co., Newport, Ky., and L. S. Starrrett Co., Athol, Mass.

Mrs. O. L. Noel, president of Noel's Auto Electric Service, Inc., Jackson, Miss., **Miss Helen Thompson** and **Miss Arva Blocker**, both employees, recently returned from a trip to California.

"New Look" for White Tires... Quick and Easy!

ADVANCE 555 WHITE SIDEWALL CLEANER

Cleans 4 Tires Gleaming White In Just 5 Minutes!



**MARCH
26, 27, 28, 29**

Be sure to stop by
BOOTHS 184 and 185

at the
SOUTHWEST AUTOMOTIVE SHOW
DALLAS, TEXAS
and see the complete
ADVANCE CENTURY LINE

Cleaning white sidewall tires is a breeze with Advance 555 White Sidewall Cleaner. It is guaranteed to work so easy and so fast that you can clean four tires in only five minutes — or you get your money back!

So for the cars you service, or the cars you sell, you can save time and money — and get a better job — by using Advance 555 Cleaner on the white sidewalls.

Just try it once — on a no-risk money-back guarantee — and see for yourself how quickly and easily it removes stubborn grease and grime — and how it gives a new look sparkle to white sidewalls like nothing you've ever used before.

Order Advance 555 from your jobber today!

MR. JOBBER: Write today for full information on the complete line of Advance Century Wash Rack products. They are top quality, and have top acceptance across the South.

WRITE, WIRE OR PHONE

ADVANCE CENTURY MFG. CO.

P. O. BOX 781, GREENVILLE S. C.

Southeast Show Assigns Space to 197 Firms

A TOTAL of 197 manufacturers were assigned 91 per cent of the exhibit space on the main floor of Dinner Key Exposition Building, Miami, Fla., at the space drawing for the Southeast Automotive Show, held Feb. 16 at the Biltmore Hotel, Atlanta.

"Within the next few weeks we expect to assign the small amount of space remaining," said Foster B. Steward, show director.

At the time of the drawing, 213 sponsoring jobbers had signed up from all ten Southeastern states. These companies have 169 branches, making a total of 382 sales outlets.

Applications for wholesaler sponsorship will be accepted up until show time, Steward said, and promotion work for the show is continuing.

A kick-off banquet is being planned for Thursday night, May 21. The show will run from May 22 through Sunday, May 24.



Fred S. Roberts, president of Phelps-Roberts Corp., Washington, D. C., has been elected vice-president of the National Association of Wholesalers, which is made up of ten wholesale trade associations. Roberts is immediate past-president of National Standard Parts Association and in that capacity was a trustee of NAW last year.

Alabamian Promotes Show And His Sales, Too

SALESMEN of Alabama Auto Parts Co., Birmingham, are participating in a program designed specifically to promote their own financial interests, the interests of their company and at the same time promote the Southeast Show to be held in Miami in May.

President Arnold J. Siegal, a former president of the show, reported last month his territory men had seized this program as a means of lining their own pocketbooks as well as the treasury of the company. Under the plan, the salesman turning in the highest quota is to be given an all-expense-paid trip to Miami at the time of the show plus \$50 cash allowance. The second-place winner gets the same as the first-place winner except for the cash allowance. Third prize will be \$50 cash.

"Points are being given for moving slower-moving merchandise and merchandise we especially want to push," said Siegal. "Already we have observed a big interest by our men in this program, and we know there is no doubt but that this plan will be successful in every respect. We are moving merchandise we want to move and the men are driving toward these prizes. Certainly we recommend some similar plan to other jobbers."

Already several other wholesalers have indicated they would carry out some promotion plan.



1/2 Ton Low Cost TRAVELLING CRANE

Lifts and moves up to 1,000 lbs., operates easily in close quarters, low enough to go into elevators, small enough to operate in aisles and through doors.

Integral hydraulic pumping unit; no hose or couplings to fail.

Moves and places engines, dual wheels, oil drums, etc. Lifting height over 6 ft. Write for 1/2 ton Mobilcrane Bulletin.

LEMPCO

MOBILCRANES

Also available in 1 and 2 TON MODELS

For 35 years a leading builder of machine tools

LEMPCO
PRODUCTS, INC.
Bedford, Ohio

Gentlemen: Kindly send Bulletin on ☐ 1/2 ton Mobilcrane; ☐ 1 and 2 ton Mobilcranes.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____

'53 Dodge Modern Design



Dotted outline shows old car design. Notice how longer hood and other outside dead weight are reduced by *Modern Design*. New, compact V-8 engine permits over-all compact design.

expands market for Dodge Dealers



Specifications and equipment subject to change without notice.

Dodge meets the challenge of modern motoring needs!

The '53 Dodge with *Modern Design* is setting an exciting new trend! Featuring new compact styling, live-action performance and big-car quality at light-car price, *Modern Design* is making hundreds of new friends for Dodge Dealers every day.

Record numbers of "Road Test Rides" are proving that the '53 Dodge maneuvers better, gives greater visibility and provides extra parking ease—all so necessary for congested traffic areas. Meaningless metal has been eliminated. There's more comfort space inside—less waste space outside.

Red Ram V-Eight Power—Out on the highway the sensational new 140-horsepower Red Ram V-Eight combines

with Gyro-Torque Drive and "flash-action" Scat Gear to give extra power to pass when you give it the gas!

Wide Range of Models and Prices—Dodge Meadowbrooks—offering most of the advantages of the Coronet line—are priced just a little above the lowest.

Triple-Profit Opportunity—Only Dodge Dealers can cash in on three profits from a single sales agreement. Dodge cars, Dodge "Job-Rated" trucks (sold only by Dodge Dealers) and popular Plymouth cars make this triple-profit opportunity the envy of the "trade". A limited number of Dodge Triple-Profit Opportunities are now open. Write today for full details.

DODGE DIVISION, Chrysler Corporation, Detroit 31, Michigan

"ROAD TEST RIDE" PROVES

Dodge

"THE ACTION CAR FOR ACTIVE AMERICANS!"

Boosterism Has Come Along!

By Baron Creager
Southwestern Editor

WITH Boosterism in its 32nd year, the fifth man representing a club from below the Mason-Dixon line has ascended to the presidency of International, an honor that has been bestowed on only 28 men.

International's president for 1952-53 is Herbert M. Cree of B-4 in Dallas, a club that has now supplied two international presidents. Up to and including now, all five Southern presidents have been from one of two clubs, B-4, and

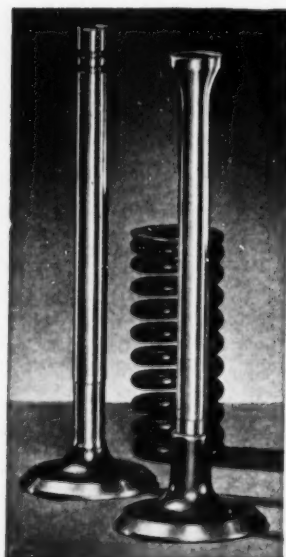
B-6 of Atlanta, which has supplied presidential timber in three instances.

There is a very good reason, because for a great many years there were only two clubs in the South. Twenty-four clubs were chartered before the third Southern club—B-25 in Memphis—was organized. Now there is every reasonable expectation that the third Southern club will supply a president for 1953-54 in the person of Howard Tucker, first international vice-president, from Memphis.

Other Southern presidents have been Bert H. Kaple in 1935 and G. W. Klier in 1938, both of Atlanta; Arthur A. Ways of Dallas in 1942 and Henry S. Clark, Atlanta, 1950. By 1935 there were 25 chartered



**in 97 racing heats thanks to
MANLEY VALVES**



This is an unsolicited report from a West Coast racing driver and builder of racing engines, who always uses Manley Airchrome Valves in his midget racing cars and in the racing motors he builds for other drivers.

"My car recently set a record of 50 laps on a $\frac{5}{8}$ mile track of 99.70 mph," he reports, "and on the straight-ways in this race we turned this engine to 6,000 RPM. The engine was equipped with Manley Valves as are all engines we build. None of our engines have ever failed because of valve trouble and most interesting of all none of them pulled a head off a valve. This is unusual with a fast cam and 130 pound spring pressure."

Manley Valves will make good for your customers too.

MANLEY VALVE PARTS
VALVES • SPRINGS • GUIDES — and TIMING CHAINS
... proved on the speedways for satisfaction on the highways
Manley Valve Corporation • 1523 Fairmount Ave., Philadelphia 30, Pa.

District Sales Representatives:

Lawrence M. Hirsig Co., Jacksonville • J. S. Connell Co., Dallas



Mr. Cree

clubs, but only 20 active; by 1938 there were 27 charters and 21 active clubs. Charter number 28 had been issued by 1942, still there were only 22 active clubs with 1,300 members, but by 1950, 35 clubs were making active use of their charters, with three inactive. Since then there has been but one change in the charter picture, with authorization for a club in Phoenix, Ariz., B-39.

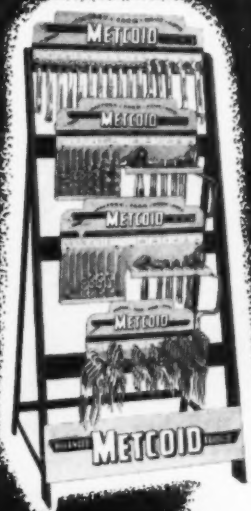
In the South, after years of lagging interest, Boosterism surged forward, beginning in 1946 when B-30 of Houston was organized. Rapidly then, six more clubs came into the fold—B-33 of Charlotte, B-34 of Louisville, B-35 of Richmond, B-36 of Jacksonville, Fla., B-37 of Oklahoma City and B-38 of Birmingham. This brought to ten the total of Southern clubs—more than a fourth of all active local organizations.

It was a natural development. The economy was in transition from military to civilian. Many manufacturing restrictions were

Smart Merchandising

PLUS QUALITY AT A PRICE

MAKES
METCOID
America's Fastest-Moving
TOOL LINE!



TOOL MART
DISPENSING
DISPLAY



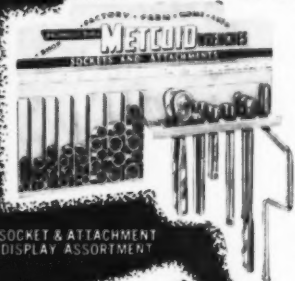
METAL
ROLLER
CABINETS

- COLORFUL MERCHANDISING DISPLAYS
- WIDE ASSORTMENT OF KITS AND SETS
- HOT FORGED SOCKETS AND ATTACHMENTS
- NO DUPLICATION OF SIZES
- GUARANTEED QUALITY

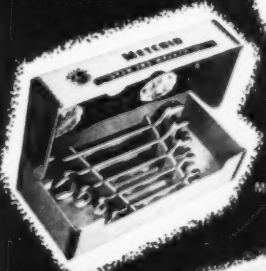
IT'S EASY to build volume sales with METCOID hand tools, kits and sets. Eye-catching displays speed "impulse" sales—invite customers to see . . . try . . . and buy. Popular line assures fast turnover and liberal profits with small investment.

**FOR MOTORISTS, FARMERS,
HOME, SHOP AND INDUSTRY**

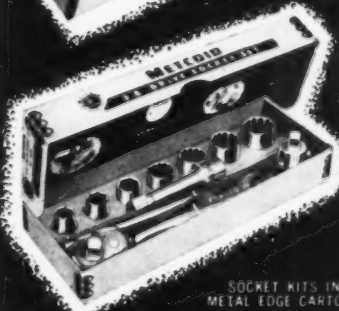
- Combination Wrenches • Open-End Wrenches
- Box-End Wrenches • Sockets and Attachments
- Screw Drivers and Pliers
- IGNITION SETS • LEVER JAW WRENCHES



SOCKET & ATTACHMENT
DISPLAY ASSORTMENT



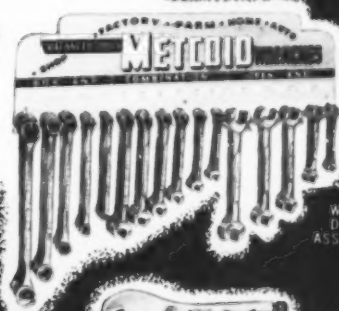
WRENCH KITS IN
METAL EDGE CARTONS



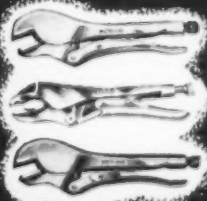
SOCKET KITS IN
METAL EDGE CARTONS



PLIER & SCREWDRIVER
DISPLAY ASSORTMENT



WRENCH
DISPLAY
ASSORTMENT



REGULAR
PIPE VISE
E Z ACTION

SOLD ONLY THROUGH AUTHORIZED JOBBERS
Contact your jobber today or write direct

METAL ENGINEERING COMPANY
134 NORTH LA SALLE ST. • CHICAGO 2, ILLINOIS

VISIT US AT THE SHOW • BOOTH 291

off or on the way out. Civilian automotive transportation was in a sorry state of repair and demands for all products surpassed supply. Business in all categories, and especially automotive, was coming into its own in the South. So it became necessary for manufacturers to reduce territories and add men and the related set of circumstances stimulated Boosterism.

By 1952 total membership in all clubs had soared to more than 4,000, with the head men of Boosterism confident that the

figure would exceed 5,000 in the not too distant future.

But with the ranks of Booster clubs filling with thousands of young members and with the old timers growing fewer in number annually, it is doubtful that many of those more than 4,000 members have much knowledge of the beginning of the movement, or of some of the peculiar circumstances that figured in the diaper stage of Boosterism.

For example, charters for both B-4 of Dallas and B-6 of Atlanta

were originally issued in 1923 by the parent club, B-1 of Boston. For in those early days there was no International.

Then there is the apparent inconsistency of only 28 International presidents in 32 years of Boosterism. E. V. Bennett of Denver, International historian, explains that each of three presidents all served more than one term.

Boosterism began on the night of March 18, 1921, when 18 men calling on New England jobbers held a meeting in the Lennox Hotel in Boston. The name adopted was Booster Club, New England Number 1. Membership was to be restricted much as it is today, and the aims and purposes, although less specific then, were about as they are now. In May of the same year the movement was officially recognized by New England wholesalers, who invited the Boosters to participate in the annual outing. This launched Booster-jobber relations, and in March of 1922, B-1 had 71 members.

Soon There Were Two

One of the charter members, J. J. Kennedy, moved to Kansas City in 1922 and soon there was B-2. Carson Chiles, another charter member, had a large territory including Colorado, so soon there was B-3 in Denver. Then in January, 1923, B-4 came to life in Dallas, followed by B-5 in Syracuse, N. Y., and B-6 in Atlanta.

In the same year—1923—the three-time president of B-1 advanced the idea of an International governing body and a preliminary organization meeting was called for Chicago. Among the 11 who assembled late that year in Chicago were Jack Whitaker, the widely-known Kansas City manufacturer, and Lee D. Tuttle, as well known in the South and Southwest as a manufacturers' agent.

Actual organization followed on Nov. 9, 1924, at the Congress Hotel in Chicago, with an attendance of club presidents including L. E. Berry of B-4 and W. J. Whaley of B-6.

At that time the new-born Automotive Booster Club International named E. V. Hennecke of B-13, New York, its first president and he served also in 1925. Two later International presidents—John F. Shuford, B-14, St. Louis, and Charles H. Bauer, B-18, Philadelphia—served two full terms.

Historian Bennett points out

"EVERY SECOND OF EVERY DAY SOMEBODY SELLS 5 LAMP BULBS"



Okay, figure it out yourself. There are 31,536,000 seconds in a year, not counting Leap Year. In round numbers 171,000,000 Sealed Beams and other lamps are sold for automotive replacement. That's 5 per second — a terrific market that's getting terrificker every day.

Total replacement sales in the United States are \$75 million a year.

Every car on the road offers 18 or more opportunities for replacement bulb sales. The more complete the line you carry, the more you'll sell. Tung-Sol offers you a bulb for every use on every car, bus and truck on the road.

FLASHERS, TOO! Flashers seldom need replacement, but you should carry some for repair and reconditioning jobs.

Sell the bulbs and flashers that most car manufacturers use for original equipment — TUNG-SOL!

Tung-Sol

AUTO LAMPS



TUNG-SOL ELECTRIC INC., NEWARK 4, N. J.

Sales Offices: Atlanta, Chicago, Culver City, Dallas, Denver, Detroit, Newark, Philadelphia

TUNG-SOL makes: All-Glass Sealed Beam Lamps, Miniature Lamps, Signal Flashers, Picture Tubes, Radio, TV and Special Purpose Electron Tubes

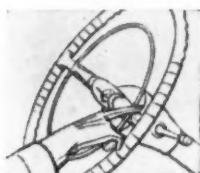
THE BIG

4-Power Package

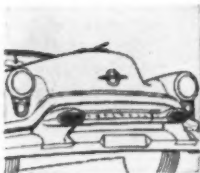
OF 1953 !



Car illustrated above: Oldsmobile Super "88" 4-Door Sedan.



1 Power Steering



2 Power Styling



3 Power Brakes



4 "Rocket" Engine

This is Oldsmobile's BIG POWER YEAR! And what a package Oldsmobile dealers have for 1953 . . . the big 4-Power Package. A higher-power, higher-compression, higher-voltage "Rocket" Engine . . . most famous name in high-compression power! Fingertip parking, maneuvering and highway handling with *Power Steering*! Faster, feather-touch braking with new *Pedal-Ease Power Brakes*! All this plus Oldsmobile's exclusive *Power Styling*—bold front end—commanding lines sweeping back gracefully to the extended rear fenders and long rear deck. No wonder this Super "88" for '53 is already called the "hottest number on the highway". And no wonder dealers everywhere are saying, now more than ever—"It's SMART to BE with OLDS"!

OLDSMOBILE

OLDSMOBILE DIVISION • GENERAL MOTORS CORPORATION • LANSING, MICHIGAN

SOUTHERN AUTOMOTIVE JOURNAL for March, 1953

Want more facts? Use Reader Service Card page 146

193

that it might be symbolic that there were 13 clubs at the time International was formed, as there were 13 American colonies at the outset. "It was pure coincidence," he comments, yet "today we are recognized as one of the great powers in the automotive industry." He recalls, too, that of 18 men who launched Boosterism in Chicago only one, James E. Redman, rose to the International presidency.

Research discloses, incidentally, that all 28 presidents of Interna-

tional have been supplied by only 16 clubs. Nine clubs have provided 21 presidents and seven have provided one each.

Clubs that have produced three presidents each are B-1, B-2 and B-6. Those supplying two presidents each are B-4, B-7, B-8, B-13, B-18, and B-20. Seven others having one past president rise to head International are B-3, B-5, B-14, B-16, B-19, B-21 and B-28.

When, with no untoward events intervening, Howard Tucker of Memphis moves into the presi-

dency late this year, the current supply of Southern material for International president will have been exhausted. And it may not be so easy to push a deserving Booster into International office.

In one respect the Boosters are choosy when picking material for International office. They want proven men.

Kaple of Atlanta made it into the presidency 12 years after his club got a charter. Klier, from the same club, was elected three years later. Ways of Dallas required almost 20 years, as did Cree.

The difference is that in the early days of Boosterism there were fewer clubs, with a limited supply of officer material. Now, with Boosterism on the march, the supply of seasoned, proven and ambitious candidates for International office is plentiful.

And none of the seven new Southern clubs is more than six years old.

Signal-Stat Appoints Gordon and Major

WILLIAM S. Gordon, Jr., has been appointed field representative for Signal-Stat Corp. in North and South Carolina, Georgia, Florida and Alabama. He is a member of the sales organization of P. W. Rowan, Atlanta, Ga.

Jan R. Major Co., Memphis, Tenn., is now representing the line in Kentucky and Tennessee.

Ruth Joins Houston Firm

Jack Ruth, at one time a representative for Walker Manufacturing Co., is now vice-president and sales manager of Bax Automotive Paints and Equipment Co., Inc., Houston, Texas.

Bredimus Heads Globe

Frank L. Bredimus, executive vice-president and treasurer of Globe Hoist Co., has been named president. He joined the company in 1937 as assistant treasurer.

"We have added **Velvet Touch** clutches and **Ramco** rings and rounded out our **NAPA** lines more completely," Partner **Paul D. Tourne, Sr., Auto Parts Co.**, Hobbs, N. M., reported last month.

Billy Frye has joined the shipping department of **The Flowers Co.**, Hickory, N. C.



What QUALITY in a Solder Means to YOU...

Quality is a metallurgist selecting metals to be melted and balanced to meet the precise chemical contents specified for Gardiner Brand Solders.

Quality is a chemist carefully testing samples until these precise specifications are attained.

Quality is large sums of money invested in laboratories, research, storage, raw materials and distribution depots, so that Federated Gardiner Brand Solder users can be assured of specification products, uniform, every time.

Quality is the number and character of qualified Federated distributors who maintain stocks of Gardiner Brand Solder for your convenience.

Quality is the effort to achieve perfection . . . and the resources to apply that effort from the depths of the mine to the shipping-case which brings Gardiner Brand Solder to you from Federated, "Headquarters for Non-ferrous Metals."

Federated Metals Division

AMERICAN SMELTING AND REFINING COMPANY
120 BROADWAY, NEW YORK 5, N. Y.



Aluminum and Magnesium, Babbitts, Brasses and Bronzes, Anodes, Die Casting Metals, Lead and Lead Products, Solders, Type Metals

it adds up
to a nice
profit, too

I CAN CARB MASTER
+ I CAN SLUDG-MASTER
= PEAK PERFORMANCE



That's the new, sensationally fast and inexpensive motor tune-up that's taking the motoring world by storm this Spring. It's called

the new MASTER METHOD

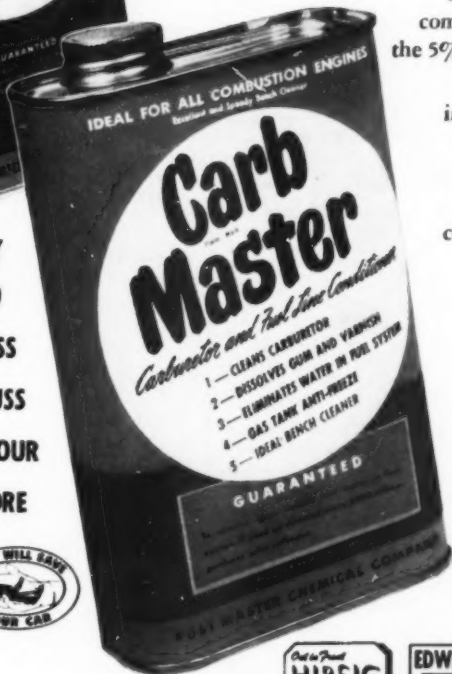
combination tune-up*

- MORE MILES PER GALLON
- MORE POWER FROM ENGINES
- MORE YEARS OF SERVICE FROM CARS

* Pour a can of Sludg-Master into the crankcase. Sludg-Master dissolves all motor varnish, gum and carbon sludge; frees all valve mechanisms; removes all sticky substances from rings and ring grooves, thus improving compression. Sludg-Master also adds to the oil the 5% high detergent so important in late model cars.

* Give the carburetor a Carb Master cleaning *without dismantling*. (The only mechanical work required is the disconnection of the air cleaner for access to the Venturi tube, and the disconnection of the fuel intake line for access to the float chamber.) Carb Master completely dissolves all gums and sludge in the carburetor — leaves it new-metal clean. After a Carb Master treatment, any car is certain to give more miles.

Put your own price on this service. Car owners are ready for it, because the Master Method really gives peak performance. See your jobber at once about our powerful newspaper mats and mailing pieces.



NATIONALLY
ADVERTISED

NO FUSS
NO MUSS
JUST POUR
NO MORE



PRODUCTS WORK WHILE YOU RIDE
Chemical Company
Mfg. Chemists

56 CRIGHTON ST., CAMBRIDGE, MASS.
THE SILENT PARTNERS OF MOTOR EFFICIENCY

Copyright 1952 Rust Master Chemical Co.



More Answers Are Cited On Inventory Situation

LACK of space cut short the article which had been prepared for publication in full in the February issue in which replies were given to a reader survey on this question:

In terms of dollars invested, how does your inventory compare with a year ago?

A representative slice of reports from over the South and Southwest were received in January. Some

were carried on page 142 of the February issue. Among some other answers from wholesalers in the territory were:

Truman Southwell, partner, Richburg Auto Supply Co., Andalusia, Ala.—"Inventory up ten to 15 per cent."

R. W. Woodham, owner, Tallahassee Auto Parts Co., Tallahassee, Fla.—"Inventory about the same."

Ned E. Holland, Holland Auto Supply, Inc., Greenville, S. C.—"Inventory 14 per cent less. In-

ventory was high last year."

Samuel B. Stroup, manager, Cabarrus Motor Supply, Kannapolis, N. C.—"Inventory down five per cent."

R. G. Williams, manager, Carolina Auto Parts Co., Raleigh, N. C.—"Inventory five per cent less. Our biggest problem today is collections, as the farmers did not make the crop in eastern North Carolina as they have in the past due to dry weather. Therefore collections have been very slow and continue slow. We think that customers will pay out, but it will take some working with the jobber, and the manufacturers should work with the jobbers. Unless there is cooperation, there sure will be a lot of failures."

R. L. Inskeep, president, Culpeper Auto Parts, Inc., Culpeper, Va.—"Inventory approximately the same."

Federal Auto Parts, Baltimore, Md.—"Inventory up 20 per cent."

Ray Magee, president, Cross Roads Auto Service, Berlin, Md.—"Inventory exactly the same. Too large for proper turnover and we will cut it."

A Frankfort, Ky., firm.—"Inventory has decreased ten per cent."

J. P. Hatchett, co-owner, Gibson Auto Parts, Harrodsburg, Ky.—"Inventory about the same."

Allied Parts Opens Lucedale Branch

ALLIED Auto Parts Co., Inc., Mobile, Ala., has opened a branch store in Lucedale, Miss., President Edward Coward has announced.

J. Emmett Hughes, vice-president of Allied Auto Parts, is operating the store and Robert L. Myers is in charge of store sales.

McEvoy Joins Brother

A. P. McEvoy, brother of John E. McEvoy, has joined Capton-McEvoy, Dallas, Texas, and will travel the West Texas and Oklahoma territory. He formerly was with the cash register division of National Business Machine Co.

Dallas Warehouse Opens

Industrial Tape Corp. has opened warehouse facilities at 107 Pittsburg St., Dallas, to serve Texas and the surrounding area. The operation will be under the supervision of William Cooker.

VOIT® RADIATOR HOSE COMPLETELY FLEXIBLE

- Without Buckle
- Without Strain
- Without Flow Loss

BECAUSE OF
"ACCORDION"
CONSTRUCTION

VOIT RADIATOR HOSE is built like an accordion with bellows inside and out and a built-in, tempered, steel spring to add resilience and extra strength. This is the only radiator hose construction that will give complete flexibility without buckle, strain, turbulence, flow loss.

- \$33 inventory gives 100% coverage of all cars.
- 20% bonus cooling surface to keep cars cooler.
- More efficient "full flow" cooling action.
- Built with a 400% safety factor.
- A 5 minute installation on any car.

STRETCH IT OUT—the spring spreads and the bellows open out. There is absolutely no strain on the tough body.

COMPRESS IT—the bellows fold together without buckling. There is no restriction in flow.

BEND IT—the bellows at the long radius expand, those at the short radius contract—inside and out. There is no chance of buckle or stress.

For maximum service, more efficient "full-flow" action and complete flexibility be sure and specify Voit Hose—with "accordion" construction inside and out!

VOIT®
CHICAGO 10
LOS ANGELES 11

AMERICA'S FINEST AUTOMOTIVE HOSE



Proved
on America's
Speedways



I pulled a rabbit out of a hat!

How do you keep car owners coming back for service? It was the toughest problem I ever had—'til I took time out one day to look at the Alemite 11 point "Magnet Plan."

Call it a rabbit out of a hat if you want to—trying the "Magnet Plan" was the smartest trick I ever pulled.

I've got 'em coming back *month after month* now—and not just for \$1.50 grease jobs either.

Total service volume in *all* departments is up 24% . . . customer returns are up 28%! We're selling more of everything now *up and down the line*—lubrication, polishing jobs, car washes, parts . . . no wonder all the boys in my organization think the Alemite

"Magnet Plan" is sheer magic!

And that Alemite advertising every two weeks in Post and Collier's gives us an extra follow-up system at no extra cost.

★ does your service and parts pay 84% of your overhead?

Many dealers over the country are doing just that with the Alemite Magnet Plan. Want the facts? Call your Alemite distributor. Or mail this coupon now!

ALEMITE

—ACT NOW! JUDGE FOR YOURSELF!—

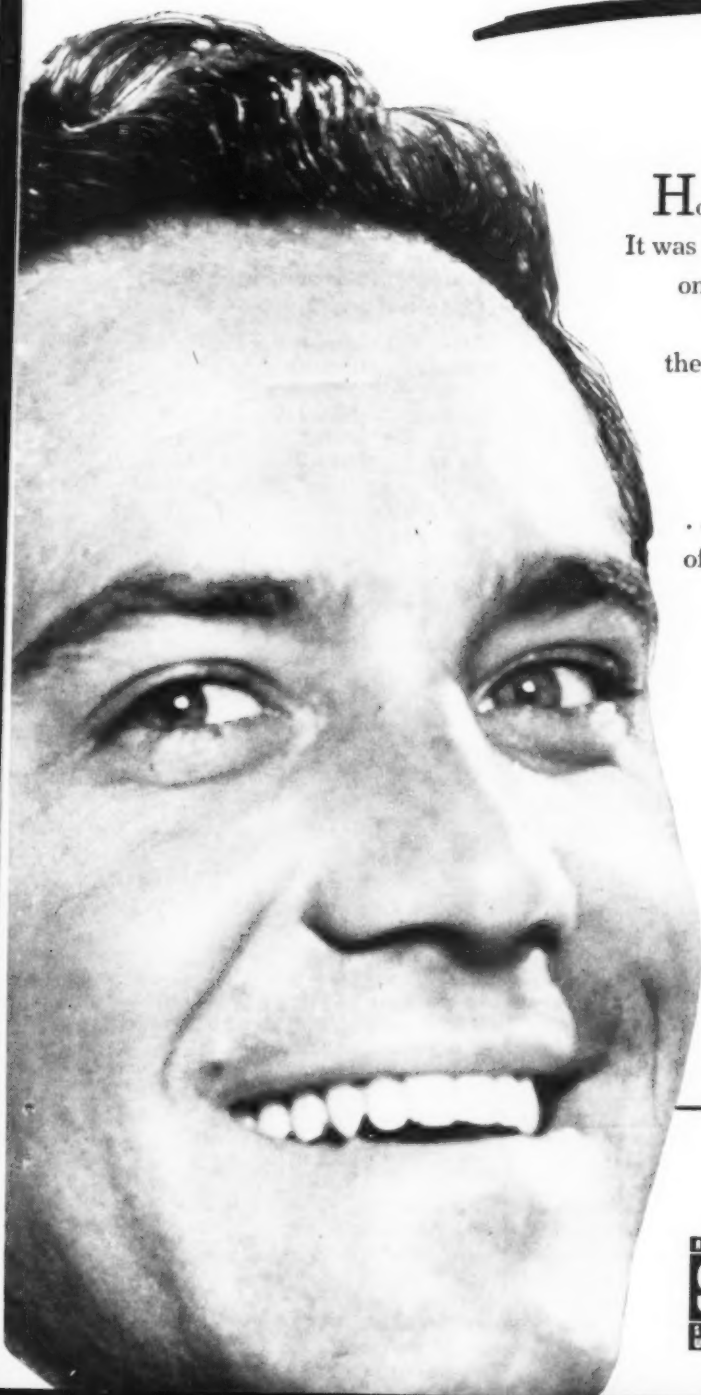
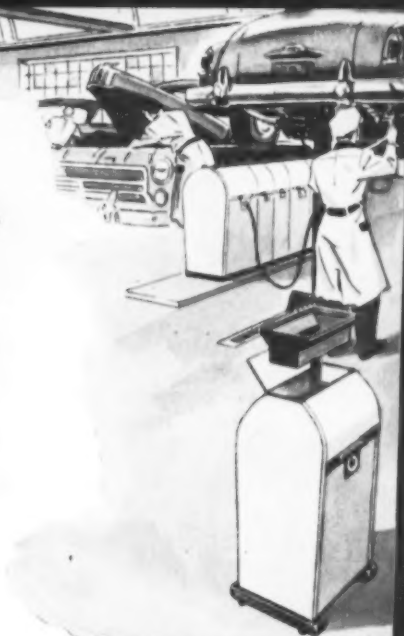
See how the Alemite "Magnet Plan" can help you cover your fixed overhead—improve your trading position. No obligation. Mail coupon today!

Alemite, Dept. M-33, 1826 Diversey Pkwy., Chicago 14, Illinois

☐ Send us complete information on the "Magnet Plan"



Name _____
Address _____
City _____ Zone _____ State _____



David Hutto Heads Sales For The Flowers Co.

DAVID Hutto, Jr., has been appointed sales manager for the four stores of The Flowers Co., with headquarters at Hickory, N. C. In this new position he will take over some of the duties handled by Gene Hunter, who is store and sales manager for the Hickory store.

Hutto has been with the company eight years, except for 22 months when he was in business

for himself. Since July, 1952, he had been working as a parts specialist on the counter.

Virginia Rotarians Elect Linkous of Danville

G. K. LINKOUS, owner of Link's, Danville, Va., has been chosen governor for District 275 of Rotary International. The district includes 41 clubs in Virginia and six clubs in Tennessee.

"The actual election will be in Paris, France, May 24-28," Linkous



Mr. Linkous

said. "Mrs. Linkous and Karr, Jr., will go to Paris with me."

Linkous has been an active member of Rotary for 26 years. He is a past president of the Danville Rotary Club and was secretary of the group for ten years.

Oklahoma Hardware Sells Automotive Division

THE Oklahoma Hardware Co., Oklahoma City, has sold its automotive division to H. J. Vanhook of Van's Auto Supply, Oklahoma City, it has been announced by W. H. "Bill" Vick.

Vick will transfer his efforts to the buying end of the hardware business, he said. Vanhook is retaining most of the personnel of the automotive division.

Hoban Joins Butz

Gene Hoban, Richmond, Va., is now the associate of Sidney Butz and Associates, Charlotte, N. C., in the Virginia and West Virginia territory. For a time he was with G. G. Moss, Richmond, Va., and more recently with the Fulwell Co., Cleveland, Ohio.

Texan Represents Rubbermaid

The W. Frank Russell Co., Dallas, Texas, has been appointed representative for The Wooster Rubber Co. The firm will represent Rubbermaid Kar-Rugs in Texas and Oklahoma.

McElroy Buys McKay Parts

Harry G. McElroy, McElroy Parts Co., Terrell, Texas, has purchased McKay Motor Parts, Brownwood. He will operate the Terrell firm as a branch.

"PYROIL makes every ride a JOY ride!"

● You'll get a lot more pleasure out of your car when you add Pyroil to your gas and oil. It costs so little to add Pyroil—and in return you're getting priceless protection for expensive engine parts. When you add Pyroil you're getting improved lubrication and "quick starts". You're preventing wear-and-tear caused by metal parts rubbing together, because Pyroil cushions piston rings and cylinder surfaces with a clinging coating of oil at all times. You're getting a clean motor, because Pyroil rids the motor of sludge and gums, and keeps it clean.

Pyroil keeps your car out of the repair shop and keeps you out of the "red". Next time you stop for gas or oil—add Pyroil. It will make every ride a joy ride—it will add more pleasurable miles to your car.

PYROIL FOR AIRCRAFT ENGINES

Use Aircraft Pyroil B for lubricating oil, Aircraft Pyroil A for gasoline.

GIVEN!

An attractive Pyroil metal savings bank—takes coins up to 50c pieces. MOTORISTS, it's yours for the asking—sent postage paid.



PYROIL COMPANY

207 Pyroil Bldg.

La Crosse, Wisconsin

Canadian Distributors:
Central Purchasing Agencies, Ltd.
Toronto, Ontario

PYROIL and only PYROIL gives Jobbers & Dealers these advantages--

● The pleasure of offering a preferred product, "The Motorists' Choice".

Easy Selling—no high pressure, as in selling substitutes.

Constant Motor Protection — the kind that only Genuine Pyroil can give.

Satisfying Customers with an established product of proven quality.

Enjoying liberal original profits and continuous repeat profits—Pyroil users always come back.

DROP US A LINE AND WE'LL HAVE OUR FACTORY REPRESENTATIVE BRING YOU THE COMPLETE PYROIL MERCHANDISING AND PROMOTION PROGRAM.



REPRESENTATIVES:

Southeast—McDonald & McPherson Co., P. O. Box 452, Atlanta, Georgia

Southcentral—John T. Jolly Sales Co., 1916—34th Ave., Meridian, Miss.

Southwest—Hirsig-Frazier Co., 4333 Belmont Ave., Dallas 4, Texas

West Coast—M. L. (Bud) Cohn, 1323 Venice Blvd., Los Angeles 6, Calif.



Packard Dealer Values Commercial Credit Training Program In Time Selling

MR. E. P. DUNHAM, Retail Sales Manager at the Packard Motor Co., Philadelphia, Pa., writes, "... want to express my appreciation for the meeting held by your Mr. Whiteley covering the many advantages and genuine need for the part payment plan for new and used automobiles. These meetings are definitely advantageous ... profitable ... and have an inspiring effect on our sales organization. Bill Whiteley and I plan to carry them on monthly."

And just like Mr. Dunham, car dealers everywhere are praising the many advantages of the COMMERCIAL CREDIT PLAN. Certainly no other plan offers the dealer *more flexible, more experienced, more reliable* financing help to make *more* new and used car sales. No other plan offers *more complete* financing assistance than COMMERCIAL CREDIT's factory drive-away, wholesale, demonstrator, retail and customer car repair plans. You'll like doing business with COMMERCIAL CREDIT, too.

Write, Wire or Phone

Let us show you how this "brand name" financing can help you close more sales, make more progress, show more profits. Contact your nearest COMMERCIAL CREDIT office.



**COMMERCIAL
CREDIT
CORPORATION**

A service offered through subsidiaries of
Commercial Credit Company, Baltimore
... Capital and Surplus over \$125,000,000
... offices in principal cities of the United
States and Canada.

COMMERCIAL CREDIT DEALERS ARE *Successful* DEALERS



Perry Filter Organization Made Separate Company

FORMATION of The Perry Co., manufacturer of cooling system filters, as a wholly-owned subsidiary of the R. M. Hollingshead Corp. has been announced by Wilbur H. Norton, Hollingshead president.

The organization succeeds Perry Filter Division of Spark-O-Liner Corp. M. M. Perry, who developed the filter, will become president and general manager of the

firm, which will be operated out of Camden, N. J.

Engine Rebuilders to Meet In Cincinnati May 3-6

PLANs for the 31st annual convention of the Automotive Engine Rebuilders Association, to be held May 3-6 at the Netherland Plaza Hotel, Cincinnati, Ohio, were taking form last month.

Conference booths were selling to manufacturers at a good rate and three half-days are being set

aside for manufacturer-jobber conferences at which leaders in the industry will discuss current topics of importance.

This year's convention is expected to be the largest gathering of association members and guests on record, said O. H. Coffman of Dorman Products, Inc., Cincinnati, chairman of the convention committee. Special entertainment is being planned for ladies during the program sessions.

Moir Dies at Roanoke

Charles Raymond Moir, 78, president of Motor Parts Supply Co., Roanoke, Va., died recently. He had been active in his business until about a week before his death. The firm was organized by Moir and his brother, William Wallace Moir, in 1925.

Storm-Vulcan Names Hartley

H. R. Hartley, Indianapolis, Ind., has been appointed representative for Storm-Vulcan, Inc., in a territory that includes Kentucky. Tom Sullivan and Wayne Smith are associates in the Hartley organization.

Trevathan Travels for Klier

H. P. Trevathan of Orlando, Fla., has joined the G. W. Klier Co., Atlanta, Ga., and is traveling the Florida and Georgia territory. President G. W. Klier announced. He was formerly with Stanley Wallace of Lutz, Fla.

Kellogg Names Bax

L. D. Bax has been appointed sales representative for the Kellogg Division of American Brake Shoe Co. in a territory that includes New Mexico and part of Texas. He will headquarter at Denver, Colo.

Pickens Goes to Braden

D. B. Pickens, formerly with Terry Automotive, has been named sales manager for American Gear and Parts Co., Dallas, Texas. Owner Hubert Braden announced.

August Yakie, owner and operator of the **Yakie Supply Co.**, Port Arthur, Texas, is recovering from a recent operation.

Sell your "tune-up" customers more



Kent-Moore "HEAD-ON" CARBON BLASTER

New pep, new power, new improved performance! These are the positive results you offer your tune-up customers with the Kent-Moore "Head-On" Carbon Blaster. Because this remarkably efficient machine enables you to "blast-clean" combustion chambers . . . remove objectionable deposits that rob modern engines of power . . . without pulling the cylinder head! And check this! Actual dynamometer tests on hundreds of cars showed an average wheel horsepower improvement of only 1.3% after regular tune-up and an average of 11.3% after a Carbon Blast Tune-Up! So get set now to sell your customers the best tune-up in town . . . at a price they'll be glad to pay . . . and at a profit you can't afford to pass up. See your local Kent-Moore Distributor or write today for complete information.

NOW AVAILABLE THROUGH SELECTED
KENT-MOORE DISTRIBUTORS
COAST-TO-COAST

KM **KENT-MOORE**
ORGANIZATION, INC.

5-105 GENERAL MOTORS BLDG.
DETROIT 2, MICHIGAN

KENT-MOORE ORGANIZATION, INC., Dept. 102
5-105 General Motors Building • Detroit 2, Mich.

Gentlemen: I am very much interested in your
"Head-On" Carbon Blaster. Please send details.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

"PLOW AWHILE, CRY AWHILE"

A kids' baseball game, a black cat, a 2 A.M. ride to a sawmill. . . .

Put them all together and they spell success for Jim

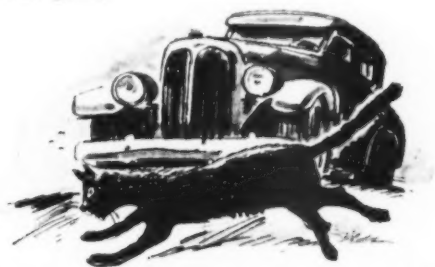
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JIM, a tremendously successful De Soto-Plymouth Dealer, speaks in deep, resonant tones softened by a cottony southern accent. At 40, he has lived more than 14,000 days. Five of these days shaped his destiny.

(The first was a June day, 1924. Jim, 12, manfully plowed his Dad's 210-acre cotton farm. Dad was sick. The backbreaking work fell to Jim, only boy among six children. In a nearby field, he heard his friends yipping happily as they played ball.)

"I plowed awhile and cried awhile," he recalled. "That day I made up my mind not to be a farmer. I watched my Dad battle weevils, drought and surplus crops all his life. In the end, it killed him."

(The second was an April day, 1930. Jim, 18, pointed his new car out of a dealer's garage. A black cat darted across its path.)



"Almost turned the car around," he said. "But I kept going and that car turned out to be lucky. I was paying for the car with income from crops I was growing while in school. The depression knocked the props out from farm prices. But I kept up the payments and won a friend in the finance company. The friendship helped me later."

(The third was an October day, 1932. Jim huddled disconsolately in a shack in a lumber yard. It was raining hard.)

"After high school, I left the farm—but not far," Jim said. "I sawed logs for \$10 a week. That rainy day I realized there was a dead end ahead. I quit, and headed for town and opportunity."

Opportunity turned out to be a part-time job at \$12 a week collecting bills for a clothing firm.

(The fourth was a January day, 1933. Jim was visited by the salesman who had sold him his car. He tried to sell him another.)

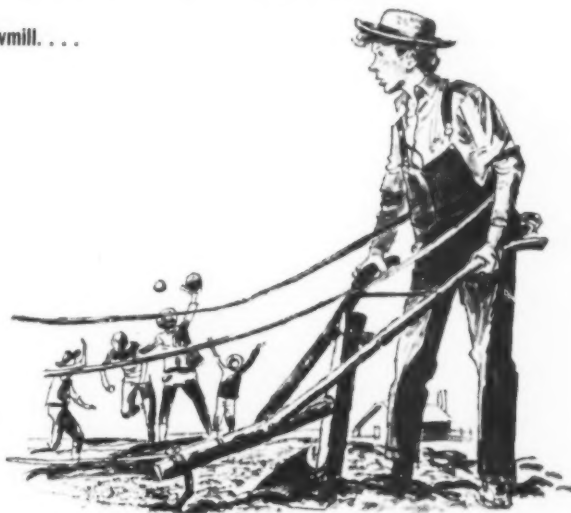
"I'd buy one," Jim conceded, "but I can't afford it."

Later that day, the salesman called by telephone.

"If you had a better job, would you buy the car?" he asked. Jim said he would.

"Then come over and pick up your car . . . and go to work. You've got a job collecting for our auto business."

(The fifth was a March night, 1934. Jim heard a frantic knock at the farmhouse door where he lived with



his folks. A motorist had run out of gas. Jim volunteered to go to a distant sawmill that kept a supply. The grateful motorist took his benefactor's name.)

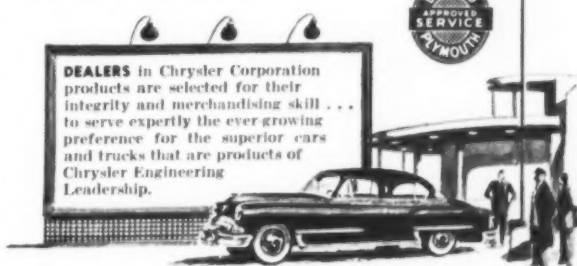
"The next month," Jim continued, "my Dad died, so I needed a better job. My friend at the finance company helped me get one as a salesman for a Dodge Dealer. Right after I started, the man who had needed the gas called. Turned out to be the manager of an ice company. He bought 13 trucks from me—an impressive start. In the first 10 months of 1935, I sold 210 units. Those five days had begun to pay off."

When his employer retired, Jim, only 23, borrowed money and, with a friend, earned a De Soto dealership. In 1938, he became sole owner with headquarters in a small, tin-roof garage. Today his modern establishment, with 30 employees, is the city's biggest.

"There's no spectacular secret for building a successful dealership," Jim said. "It's just steady plowing . . . with no time out for crying."



Write for our free booklet of true stories about enterprising men. Chrysler Corporation, Highland Park 3, Michigan.



CHRYSLER CORPORATION PLYMOUTH • DODGE • DE SOTO • CHRYSLER • DODGE "JOB-RATED" TRUCKS
FINE CARS OF GREAT VALUE

Genuine Parts Sales Reach \$28,000,000

GENUINE Parts Co. of Atlanta, Ga., reported sales of \$28,000,000 for 1952, an increase of eight per cent over volume the previous year.

Net profit, according to the annual report, increased from \$567,000 to \$671,906 for the year. Dividends of 80 cents a share were paid out during the year and \$1.12 a share was added to the surplus of the company.

Raymond S. Cox Joins Staff of NSPA

RAYMOND S. Cox, Jr., an attorney, has joined the staff of National Standard Parts Association as administrative assistant to Jack L. Wiggins, executive vice-president.

A native of Mississippi, Cox received his legal education at the state university. He completed a second tour of duty with the Navy last year and in recent months had been associate counsel for the sen-

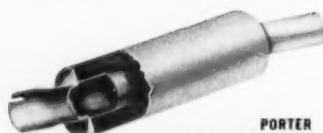


H. Lester Flowers, partner and general manager of The Flowers Co., Hickory, N. C., has been written up in a recent book titled "Men of Achievement in the Carolinas." "These men are not only successful business or professional men but have contributed greatly to their community, state and nation," commented D. A. Hutto, Jr., sales manager of The Flowers Co.



for more exhaust
system sales . . .

Here's a Combination That Can't Be Beaten!



**PORTER
STEEL-PACK MUFFLER**
Contains 100% shredded steel, packed nearly twice as tight as ordinary steel-packed mufflers. Smooth, constant tone. Won't blow out.



**PORTER
HOLLYWOOD MUFFLER**
Brand new "echo-chamber" design (patent pending) has mellow, rippling tone unmatched by any other muffler. Lightweight, yet extremely durable.

A PROFITABLE MUFFLER MARKET

- Already there are 16 million cars on the road in 20 Southern States needing their mufflers replaced. Totalling \$128 million in potential retail muffler sales, this profitable muffler market, the richest in the automotive field, will be yours as a PORTER AUTHORIZED DEALER.

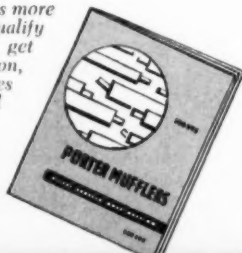
A TOP-QUALITY PRODUCT

- Unlike ordinary stock mufflers Porters allow greater power, faster pickup, higher top speeds and improved engine efficiency. Because Porter Mufflers cut harmful back pressure up to 71%, you can offer your customers gas-savings up to 17%, and 33% more power from their present cars! And to top it off, your customers get the finest quality mufflers with Porter: sturdy seamless tubing, densely packed steel-pack that does not blow-out, and a muffler service life 2-5 times longer than ordinary mufflers.

A NEW DEALER-DISTRIBUTION POLICY

Right now, PORTER offers carefully selected dealers more profit-making support than ever before. If you can qualify as a PORTER AUTHORIZED DEALER you get extensive dealer helps, positive dealer identification, powerful merchandising displays, and effective sales literature. Aggressive advertising in leading national consumer magazines builds consumer preference. A sensible discount system brings you real profits.

WRITE TODAY FOR FULL INFORMATION AND YOUR FREE PORTER CATALOG. ASK FOR KIT SA3



PORTER MUFFLER MFG. CO., Inc.
11820 W. Olympic Blvd., Los Angeles 64, Calif.

ate judiciary subcommittee in Washington.

He will reside in Chicago, but will spend considerable time appearing before various associations as a speaker.

Patton and Lewis Named for Aro

THOMAS A. Patton has joined McEwen Cherry Co., Nashville, Tenn., as special salesman in the Mid-South territory for the Aro line of lubricating equipment.

Gene Lewis, Marietta, Ga., is now handling the line in the South Atlantic states, McEwen Cherry announced.

Agents for Carolinas Named

Frederick B. Henderson Co., Stamford, Conn., is now distributor in North and South Carolina for SG Specialties Co., formerly South Gate Brake Specialties Co.

"We have added branch-store deliveries with our own large truck," President Louis Post, D & N Auto Parts Co., Inc., Greenwood, Miss., reported. "Delivery is made twice a week to each of our stores."

"We have added Thompson Products, Briggs and Clinton Products to our lines," A. E. Depew, owner of Depew's Auto Service, St. Cloud, Fla., reported.

NSPA Sectional Meeting Scheduled for Dallas

NATIONAL Standard Parts Association will hold a sectional business conference at the Hotel Adolphus, Dallas, Texas, March 25 for all sponsoring wholesalers and participating manufacturers of the Southwest Automotive Show, as well as association members.

The meeting will highlight the "Key to Hidden Profits" theme of NSPA and the "Learn More to Earn More" theme of the show.

John Reynolds, Straus-Frank Co., Houston, is chairman of the



Mr. Reynolds

conference committee. Assisting him are: L. W. Barnett, Cogdell Auto Supply Co., Fort Worth; C. H. Mountjoy, Mountjoy Co., San Antonio; John P. Muller, The Jno. Muller Co., Fort Worth; D. L. Naylor, Auto Spring & Supply Co., Wichita Falls; T. L. Kidd, Storm-Vulcan, Inc., Dallas, and T. H. Everett, Better Monkey Grip Co., Dallas.

Reynolds, who is NSPA regional vice-president for the Southwest, will present a method of building and maintaining sales to automobile dealers.

Joe N. Greiner, Greiner Auto Parts Co., Inc., New Orleans, will present a slide-film presentation on "A Worker's Introduction to Wholesaling in the Automotive Industry."

George D. Snook, automotive management consultant of Indianapolis, Ind., will speak on "Profitable Business Operation."

NSPA personnel participating in the meeting include: President Charles A. Klaus; J. L. Wiggins, executive vice-president; H. T. Halfpenny, legal counsel, and W. T. "Bill" Kennedy, field secretary of the association.

B-33 Entertains Jobbers

Automotive Booster Club B-33, Charlotte, N. C., entertained jobbers and members at the annual Valentine party last month. "The party had a large attendance and everybody reported that it was a most successful event," said Sidney Butz, publicity chairman.

Packard Electric Merges

The Packard Electric Division of General Motors, manufacturer

of starting, lighting and ignition cable, has announced a merger of its replacement sales organization with that of United Motors Service Division of General Motors. The 20 zone warehouses of United Motors will carry complete Packard stocks.

"We have taken on the distributorship of **Majestic** television sets for north central Texas," **Clyde Bassett**, sales manager of **Auto Spring & Supply Co.**, Wichita Falls, Texas, reported last month.

"It Pays to have an ACE 'n the hole."

ACE VULCANIZING PATCHES

- ONE SHAPE
- TWO SIZES



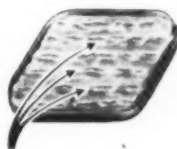
ACE regular and giant Universal Diamond shapes fit any clamp and cover all patching requirements. Also eliminate jobbers need of stocking Round—Oval—Diamond shapes in two sizes each.

ACE Patches light instantly, burn evenly and the laminated board holds the correct amount of heat to fuse the ACE special rubber to either Butyl or natural rubber tubes. They always stick.

• Pull string opens ACE sealed can. Replaceable covers. Each ACE Patch sealed in cellophane.



• ACE patented Tab Strips Holland Cloth easily. Fingers need never touch the patch. Introduced in 1948.



• ACE Patented Perforated Full Fused Fuel Board lights instantly with match or cigarette in any weather. Introduced in 1946.

The ACE line is complete!

Catalog—Prices—Sample on Request—

Write—

ACE RUBBER COMPANY
DALLAS • TEXAS

SALES REPRESENTATIVES:

Rudy Copeland, Jr. P.O. Box 2140, Fort Worth, Texas.
Barron Cranford & Company, 759 Euclid Circle, Mountain Brook, Ala.
Max Yaras 2911 Central Ave., Tampa, Florida.
J. R. Tate 3613 Wilbur Place, Nashville, Tenn.
Bowling & Powell P. O. Box 67, No. Side Branch, Atlanta, Ga.

Georgia Association Launches Drive To Corral All Eligible Wholesalers

A DRIVE to bring all eligible jobbers into the newly-formed Georgia Automotive Wholesalers Association is being inaugurated this month.

George N. Allen, executive secretary, announced that every qualified wholesaler would eventually be contacted in the state.

"As to our goal, we have set no particular numerical figure but rather we intend to point out to every jobber the value to be derived from coming into this group," Allen said. "We will stress the importance to them of having one central location for information on aftermarket supplies, taxes and

many other subjects of keen interest to them."

Interested wholesalers in the state were urged to contact Henry B. "Bernie" Karp, American Auto Parts Co., 400 Decatur Street, S.E., Atlanta, who is the secretary. Other officers are Robert M. Perrin, Perrin Auto Supply Co., Atlanta, president; Alvin Greenberg, Max Auto Parts Co., Atlanta, vice-president, and Luther Drennon, Raleigh Drennon Spring Service, Atlanta, who is the treasurer.

Are You Ready to Stock Air-Conditioning?

A PREDICTION that within ten years one out of every ten new automobiles would be equipped with air-conditioning was made March 5 by a leading automotive engineer.

Said P. J. Kent, executive engineer of the electrical department of Chrysler Corp. engineering division, before the national passenger-car, body and materials meeting of the Society of Automotive Engineers at Detroit:

"I believe, barring all-out war or depression, we should expect, within five to ten years, that one out of every ten new cars sold will be equipped with a passenger compartment cooling system."

He noted that only about 10,000 cars have been air-conditioned in the last 15 years, most of them equipped with mechanisms built and installed locally.

Du Pont's 1952 Sales Reach New Peak

A NEW high of \$1,602,000,000 in sales was attained last year by the E. I. du Pont de Nemours & Co., Inc., it was reported March 6.

The sales peak resulted from greater production of newer products by new plants and processes and by recent plant expansions, the report stated.

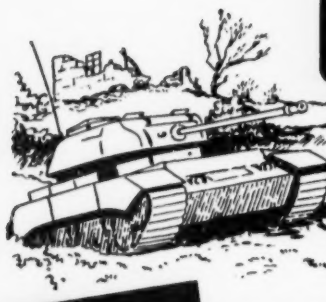
Due to heavy federal taxes, earnings for the year were \$4.70 per common share against \$4.64 in 1951.

Heckethorn Promotes Hamill

Promotion of John Hamill to sales and advertising manager of Heckethorn Manufacturing and Supply Co., Littleton, Colo., has been announced by W. R. Heckethorn, vice-president in charge of sales. The firm manufactures Columbus shock absorbers and other automotive products.

You get more to Start with!

NO GADGETS... NO GIMMICKS
Performance
pays
off



Advertised in
Saturday Evening
POST
every month.
Country Gentleman
every other month

THE DEPENDABILITY of Rebat Batteries has been proved in almost half a million U. S. tanks, planes, jeeps and trucks . . . as well as in the cars of millions of motorists. Sell Rebat's proven performance . . . at popular prices. It pays off . . . in profits. For details write Reading Batteries, Inc. or contact your Rebat representative.

READING BATTERIES, INC.
READING, PENNSYLVANIA

representatives

LAWRENCE M. HIRSIG & CO.
Jacksonville 7, Florida

RICHARD LAWRENCE
Lynchburg, Virginia

Greenville Group Studies Industry Meeting

MEMBERS of the Greenville (S. C.) Automotive Wholesalers Association considered at a meeting last month the staging of a "Get It from Your Jobber"—"Care Will Save Your Car" meeting for all persons in the automotive industry in the Greenville area.

A similar meeting was staged recently in New Orleans and drew an attendance of 5,000. Several such programs have been presented at Mobile and another is being planned for June.

Henry S. Clark of the Henry S. Clark Co., Atlanta, and William C. "Bill" Herbert, editor of *SOUTHERN AUTOMOTIVE JOURNAL*, who are members of the industry-wide committee of the Automotive Ad-



vertisers Council (which sponsors these programs), outlined details involved in holding a meeting of this type.

Herbert Katz of Kaufman Brothers, Inc., is president of the Greenville organization.

Importance of the jobber in his role in the territory he serves is customarily brought out by a speaker, including the many and varied services and supplies he offers. Valuable prizes are usually awarded. Refreshments and drinks are frequently provided and it's virtually standard to offer as a main highlight a fine stage show.

"Thor" Becomes Firm Name

The name of Independent Pneumatic Tool Co. has been changed to Thor Power Tool Co. The trade name "Thor" has been used for all the firm's power tools since 1893 and, according to President Neil C. Hurley, Jr., the new name will eliminate confusion and facilitate recognition of the firm's products.

Lester Announces Opening

Skippy Lester, formerly with Ramco, has announced the opening of Genuine Auto Parts, Inc., 337 Gallatin Road, Madison, Tenn.

"We recently changed our tool line to **Bonney** and our fan-belt line to **Dayton**," it was reported early this month by **T. R. "Ted" Garrison**, manager of **Spartan Automotive, Inc.**, Spartanburg, S. C.

Ohio Piston Designates Comer in Southeast

TROY T. Comer has been appointed direct factory representative for The Ohio Piston Co. in Virginia, South Carolina, Georgia, Florida and eastern Tennessee. He has been representing a number of replacement-parts manufacturers in the Southeast for the past ten years.

The company also announced the establishment of two new warehouses — United Warehouses, Inc.,

1024 Crescent Ave., N. E., Atlanta, Ga., and Distributors Warehouse, 2436 Dennis Street, Jacksonville 3, Fla.

Newberry Dies at Hobbs

Ray E. Newberry of Auto Parts Co., Hobbs, N. M., died last month from a heart attack.

Du Pont Zerone-Zerex has been added to its lines by **Norton-Russ Automotive Co.**, Burlington, N. C., according to **S. B. Norton**, partner.

Servicing Fleets

(Continued from page 80)

with the results of the actions of the ineffective service manager whose conduct is such that, in effect, the customer "runs" the shop while his unit is being serviced. In situations such as this, mechanics whose retention as employees is particularly desirable usually migrate to more favorable working conditions.

The shop is thus stuck with a second team which the customers

perceive without delay. This situation is more certain of driving business away than saying "no" occasionally, though perhaps not as fast in all cases.

The good service manager will exert the maximum effort to accede to any reasonable request to perform an emergency repair at night. Even so he will offend and lose customers when his knowledge justifies his refusal to work his force overtime.

The good fleet supervisor or dispatcher will "cry wolf" regard-

ing emergency repairs only when necessary so as not to emulate the character of the famous old fable. When emergency work is absolutely essential, he must require it from one source or the other. A high degree of discretion is called for, both from the serviceman and from the fleet representative.

A point to inject here is that while many fleet supervisors may request and demand night work, few have authority to authorize payment at overtime rates. The garage that refuses to do any night work is in the wrong business. The fleet that is abusive in demanding excessive night work from other than a 24-hour service garage usually changes from garage to garage without finding the service it seeks ever. Whose problem is it? Garageman's or fleet operator's? Who is to blame? Who loses?

Periodic Inspections

Most fleets are religious about regular lubrication and similar services. But they regard the garageman's suggestion of a program of regular inspections as a scheme to collect good money for unneeded repairs or a plan to be billed for having their vehicles driven through a shop.

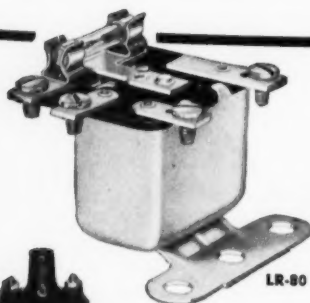
They are, however, ever eager and willing to feel that every breakdown of their vehicles is due to their serviceman's neglecting to do something or not advising them of something. Service personnel will accept this responsibility in direct proportion to the amount of preventive maintenance and inspecting work given them. The results of periodic inspections in preventing loss of time vehicle failures more than justify any cost therefor.

The Spare

Maintaining a spare truck is often the salvation of a fleet operator in event of the breakdown of a regularly-operated vehicle. This spare may be and should be a vehicle that is used as a utility or general purpose vehicle and not assigned a regular route or function. It may be diverted from its utility role in event of a breakdown of a regularly-operated vehicle. The spare may be provided for by purchasing a pick-up or station-wagon instead of a business coupe, sedan, or large truck.

The concept of a spare truck should not mean that one unit stands idle until another breaks down. It should mean that the

Your Profit Partners!



LR-80



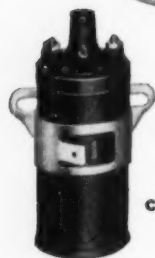
VR-2

Andrews Packaged Profits are real partners for the service trade, because:-

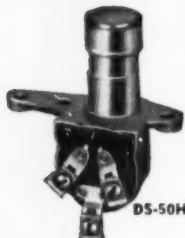
1. Complete line of dependable Ignition Parts—Wire and Cables,
2. Fast Turnover
3. High quality materials and precision workmanship.
4. Guaranteed for customer satisfaction.

The Andrews Catalog No. 52-E is a modern Service Handbook—write for your copy today.

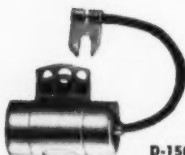
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C-91



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D-150H



F-83



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Southwestern Representative:
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301 North Market
Dallas 2, Texas

fleet be composed of vehicles whose intended functions are such that the job of any vehicle could be performed by another vehicle of the fleet.

The fact that an office worker may have to drive a pick-up on an errand or that a delivery be made by station wagon or sedan is small payment for assurance that one route may not be paralyzed by the failure of one vehicle. In addition to assuring continuous fleet operation, the spare provides for ample time for repair and service of the entire fleet.

If the method outlined above is impractical due to vehicle types, the spare may be provided for by not having all units on a full schedule.

Central Repair Shop

The fleet with central repair facilities usually in another city means to the local serviceman that he has little or no chance of getting anything but minor repairs and adjustment work from this particular fleet. He can expect many smaller jobs and should let it be known that he is in the market for them. Small jobs are profitable. As a rule, an operator of this size is a good customer, and the local boss is usually a competent person with whom it is a pleasure for anyone to deal.

It is difficult to compare servicing fleets to servicing the vehicles of individuals. With individuals we contact one person for each vehicle we service. With fleets we service many vehicles and deal with one person, one personality. There are obvious advantages to each situation.

The difference in servicing fleets is occasioned by the additional responsibility of the fleet supervisor or dispatcher and by the fact that he is the agent of someone else. There is a great need for more understanding between fleet supervisors and servicemen. In general, neither understands the varied problems of the other at present.

The serviceman must provide all the service needs of the fleet, including emergency repairs. He must advise the fleet owner or representative on all maintenance and service matters. The fleet supervisor must keep his demands for service reasonable within his needs for service. He should arrange to permit adequate time for repairs and service if he is conscientious.

He must, however, insist on the

service his fleet needs, even if fast or overtime work is required. He has a great responsibility to his employer. He should be unafraid to advise him properly regarding the maintenance of equipment. Many small items have developed into expensive time-consuming breakdowns because vehicles have been operated beyond the time they should have been taken out of service to be repaired. Many repair bills have been large because no one could tell the boss, "This truck has to be repaired—NOW."

N. C. Dealers Name Conn for Highways

CHARLES G. Conn, Jr., Conn-Gower Pontiac Co., Raleigh, has been named chairman of the State Highway Committee of the North Carolina Automobile Dealers Association, it has been announced by President Fred H. Deaton, Statesville.

The committee will work closely with the national committee in its efforts to improve traffic and highway conditions.

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"Lasts longer and gives the best service of any we have used."

—B. B.

E. St. Louis, Ill.

"Never a moment's trouble."

—F. J. C.

Smithtown Branch, N. J.

"The best I've used."

—W. B. E.

Tunica, Miss.

"The best I have owned since I have been in the service station business."

—B. H. B.

Kingston, Tenn.



ACME VALVE CAPS

Precision-machined from solid brass, they're heavier, sturdier, more airtight.



ACME TIRE GAUGES

No. 515, 5 to 50 lbs. in 1 lb. calibrations.
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ACME AIR TANK

The portable, dependable air tank of a hundred uses. Weighs only 10 lbs.

Order from your jobber today. Send for complete catalog No. 1003.

ACME AIR APPLIANCE CO., INC.

100-120 Hinsdale Street, Brooklyn 7, N. Y.

News Briefs

(Continued from page 91)

quate street, highway and parking facilities needed to encourage the safe, efficient and maximum use of motor vehicles to further the economic development and defense of America."

Another resolution recommended periodic safety checks of all vehicles to help reduce number of traffic accidents and fatalities. A third urged the director of price stabilization to "immediately re-

move all price controls from new and used automobiles and trucks."

The nation's car dealers can expect to sell over 20,000,000 automobiles this year in the face of "the fiercest competition in history," Jack Lacy, sales consultant, told the convention.

The dealers can expect to have 6,500,000 new cars and 13,500,000 used cars to sell during the year ahead, he predicted. He warned the dealers that many industries are increasing their volumes of consumer goods and will bring

greater pressure than ever to bear on the public to purchase television sets, refrigerators, homes and other goods.

Lacy said that dealers were "just a little bit out of condition," but that they could meet the challenge and continue to expand sales if they would use their "inherent sales ability" and put new vigor into their sales programs by emphasis on sales fundamentals.

In outlining plans for the year ahead, President Robert S. Armacost of Kansas City said that particular emphasis would be placed on improving dealer-factory relations and on public relations and greater service to the motoring public.

A veteran in the retail automobile field, Armacost entered the business in 1921 and is now a Studebaker dealer. He was first vice-president of NADA in 1952 and chairman of the industry-relations committee. He had been state director for Missouri since 1950.

Retiring President Lloyd reported association membership of more than 34,000 new-car and new-truck dealers.

Georgians Cite Thefts In Title-Law Plea

A RECORD of 1,460 cars stolen in Atlanta last year was cited by officials of that city in an appeal for a state motor-vehicle title law. A bill introduced in the state senate would require car owners to show proper title to a vehicle before obtaining state license tags.

"If you are driving a car here the burden of proof is on somebody else to show that you are not rightfully in possession," said Alderman Ed Gilliam. "We hope the legislature will correct this."

A total of 38 states now have title laws.

Tennessee Association Sets Spring Meetings

A SCHEDULE for the spring regional meetings of the Tennessee Automotive Association has been announced by David P. "Doc" Whelchel, executive vice-president. Exact times and places will be announced later.

Meetings will be held as follows: April 28, Tri-Cities region; April 29, Knoxville region; April 30, Chattanooga region; May 5, Nashville region; May 6, Jackson region, and May 7, Memphis region.

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This great trademark means—

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- Finest materials.
- Exact manufacturing.
- Continuous inspections.
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POTTSTOWN, PA.

Let Youngsters Help Solve Problems Of Modern Traffic, Darlington Urges

YOUNG drivers should be given an opportunity to share in the solution of traffic-accident problems, M. R. "Bud" Darlington, Jr., managing director of the Inter-Industry Highway Safety Committee, Washington, D. C., told committee members and car dealers at a luncheon during the convention of the National Automobile Dealers Association in San Francisco last month.

"Young people have all the qualities of becoming our best drivers," he said. "We can capitalize upon these qualities by providing the youth of America with the oppor-



Mr. Darlington

tunity to 'learn to live' through high-school driver education courses and by giving them a voice in solving traffic-accident problems.

"Young people resent their actions behind the car wheel being branded as 'teen-a-cide.' They ask, 'Why single out our group for special attention?'"

"New-car dealers are to be commended for supplying more than 6,000 automobiles to the nation's high schools without charge, for use in behind-the-wheel driving instruction. This contribution, during the 1951-52 school term, has been valued at more than \$12,000,000.

"It is one of the nation's most outstanding examples of public support for traffic-accident prevention since the records show accidents and traffic violations of young drivers can be reduced by more than 50 per cent through high-school driver education

"Unfortunately, only one out of four eligible high-school students

last year received both classroom and behind-the-wheel instruction. Expansion of the high-school driver education program is needed if we are to give the 2,000,000 boys and girls reaching driving age each year an opportunity to become better drivers through adequate and proper instructions."

Darlington also pointed out the increased insurance cost for young drivers. A recent survey of 28 cities showed the cost for public liability and property damage insurance is 64 per cent higher if the car is driven by someone under 25 years of age.

A complete course of classroom and behind-the-wheel instruction could be offered to all eligible high-school students for less than one-half the amount now paid in additional insurance premiums, Darlington said.



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Fast-Cooler

ELECTRIC FANS

Manufactured And Guaranteed By The Makers Of Hartman Rapid Battery Chargers

See us in
Booths
309-10-11
at Southwest
Show

Take advantage of the big dealer margins.

Here are the greatest bargains anywhere in top quality fans! Every year thousands of dealers, shops and service stations benefit from low Fast-Cooler prices. Now, 1953 can be **YOUR OPPORTUNITY** to make the most from the Fast-Cooler money-making, money-saving resale program.



MOVE-ABOUT WINDOW FANS

10", 12", 16" and 20" models. Fit windows 25" to 42 1/2" wide. Instantly moved from window to window. Turn around in frame—serve as exhaust fans, intake fans, circulator fans. Wind-tunnel cooling—super-quiet. All steel built. Beautiful Hameroid finish.

RETAIL:			
10"	\$34.03	12"	\$45.20
16"	\$58.29	20"	\$67.80



Excise Tax Extra

GIANT MOVE-ABOUT 6-SPEED FANS

24" model moves up to 5000 C.F.M.—30" up to 6600 C.F.M. Fast-Cooler specially designed 8 pole Reversible Motor—a flick of a switch changes fan from exhaust to intake. Moved instantly from one window to another, or into room to serve as circulator. Rubber-cushioned silent operation. Many sales-making exclusive features.

RETAIL:			
24"	\$96.32	30"	\$106.04
Excise Tax Extra			

Excise Tax Extra



MECHANICS' "MAN COOLER" FANS

Ruggedly built for shop use. Safety guards on both sides prevent catching clothing. Won't topple over. High air velocity. Will cool an entire line of mechanics' work stalls. TOTALLY ENCLOSED motor. Each fan furnished with both 3' and 6' columns.

RETAIL:			
20"	\$120.00	24"	\$130.00
Excise Tax Extra			

Excise Tax Extra

Write Today For Catalog Pages
showing pedestal fans, factory and
shop models and smaller fans.

ASSOCIATED EQUIPMENT CORP. 3147 NATURAL BRIDGE AVENUE
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Want Tips on Improving the Shop? Here Are Ideas from NADA Meeting

BBETTER service to the motorist through better use of modern equipment was the theme of the service clinic at the annual convention of National Automobile Dealers Association in San Francisco last month. Moderated by C. P. "Jack" Williams, automotive service consultant for NADA Mag-

azine, the clinic presented four successful service managers.

"Put yourself in the customer's shoes—or rather automobile—and visit other service shops," advised Joe Brandon of Compton, Calif. He urged the fullest use of modern equipment in diagnosis of troubles, plus "after tests."

Apparent troubles often are not the basic ones, Brandon pointed out. Thorough tests that point up basic needs on the customer's first call increase customer satisfaction and manpower productivity.

He recommended use of such basic testing equipment as a complete motor check-up unit, a wheel aligner and balance tester and a chassis dynamometer.

Good tools, both standard and special, are needed to hold customers, good mechanics, profit margins and business reputations, said W. W. Danyluk of Glendale, Calif.

Some firms furnish their mechanics with a full kit of top-quality tools and maintain them in top condition by frequent inspection, he pointed out.

Keep It Clean!

The importance of good house-keeping was stressed by James F. Keel of Santa Monica. Keep tools and equipment in the public eye, he urged, and tell customers about special equipment that permits the shop to do better work in less time.

"There is no mystery or secret to production," said Ted Mark of Hollywood. "Production is equipment, tools and methods in use. Equipment and tools are a time factor. Time use controls volume."

In automotive shops of the past, equipment was scarce while manpower and space were cheap and plentiful, said Williams. Today both space and manpower are scarce.

Equipment is unlimited, he pointed out, and management's investment in tools and equipment per mechanic often runs to \$2,000.

AFL Machinists Picket Tulsa Ford Agency

FRED Jones Ford dealership at Tulsa, Okla., was picketed last month by the International Association of Machinists (AFL).

Machinists' Organizer Wade Jones said several additional charges of unfair labor practices would be filed with the National Labor Relations Board on grounds that 11 employees were discharged for what he termed was their union activities.

The union was seeking a suitable building where Organizer Jones said discharged mechanics would set up their own business "to make a living during this dispute."

Warren Lepley, manager of the company, said business was continuing as usual.



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**AUTOMOTIVE
CHEMICALS**

For almost 2 decades the WARCO Line of Automotive Chemicals has delivered an unbeatable record of dependable performance to millions of car, truck and bus owners throughout the world. This wide acceptance of the WARCO Line is no accident—it is based on the fact that every WARCO Product is the result of a time-tested scientific formula that is held under rigid laboratory control.

One outstanding example—WARCO Grade "A" Brake Fluid is guaranteed to give uniform performance under all climate and weather conditions. Every product in the WARCO Line from Jack Oil to Liquid Engine Seal is manufactured under the highest standards with the best materials obtainable.

To safeguard your own reputation, sell the WARCO Line—the accepted and tested line.

**Sole Manufacturers of
WARCO Grade "A" Products**







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I. M. Auto. Supply Co., Chicago, Ill.
Parts Warehouse Co., Dallas, Tex.
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Ask your Jobber or write us for
our complete line.

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THE ONLY COMPLETE BEARING LINE

SILENT

SMOOTH

ACCURATE

**RADIAL
BALL
BEARING**



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ROLLER
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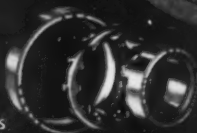
**CYLINDRICAL
ROLLER BEARING C TYPE**



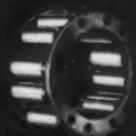
**CYLINDRICAL
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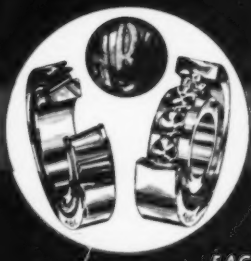
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FACTORY — BROOKLYN, N. Y.

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ATLANTA, Ga. — BOSTON, Mass. — CHICAGO, Ill. — DALLAS, Texas —
LOS ANGELES, Cal. — PHILADELPHIA, Pa. — PORTLAND, Ore. — SAN FRANCISCO, Cal.

How Can a Depression Be Prevented? Think Big Enough, Lloyd Recommends

By J. SAXTON LLOYD

President, Daytona Motor Co., Daytona Beach, Fla.
Retiring president, National Automobile Dealers Association

I HAVE read, not once but many times, that we are definitely and positively going to have a depression of some sort in 1955 — al-

most pinpointing, if you please, the day and the hour.

From what source is this information coming? We are getting



Mr. Lloyd

POSITIONING PROBLEMS? One of these AEROL products will solve them!

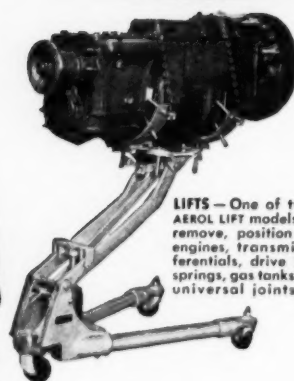


AXLE AND ENGINE STANDS—More than a dozen models—one of which is exactly right for your shop! Clayborne Stands are now AEROL products — the best in the industry.



DOLLIES—Five models for every shop and showroom problem. Use for teardown, assembly of parts and accessories, storage, steam cleaning, shop movement and display.

LIFT KITS—This is one of nine basic kits and limitless combinations of parts for every shop lift need—automotive or industrial. One- and two-ton capacities with ample safety factors.



LIFTS—One of two versatile AEROL LIFT models. Either will remove, position and install engines, transmissions, differentials, drive lines, axles, springs, gas tanks, crankcases, universal joints, tires, etc.

YOU'LL GET EASIER, faster, safer and lower-cost handling and positioning of automotive units with AEROL Service Equipment. And you'll get it at a price you can afford!

Send for your copy of the new AEROL catalog today. You'll find out *which* of these products you need, *how* it can help lick your shop costs.

AEROL Automotive Products are made by The Cleveland Pneumatic Tool Co., and sold only through jobbers. Distributed in Canada by Vic Mathewson Co., Toronto 14, Ontario.

THE CLEVELAND PNEUMATIC TOOL CO.
Automotive Division
3775 E. 77th Street Cleveland 5, Ohio
Please send me a copy of the new AEROL catalog.

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Street _____

City _____

Zone _____ State _____



it from some economists who are employed by business.

Think of that—economists on the payrolls of business saying to the American people that on a certain month in a certain year that we are going to have a depression!

Well, let me say this to you: I don't know a better way to bring a depression about. Just keep on saying we are going to have one and you will scare out of the market everybody who isn't already out!

In the name of Heaven let us exhort those persons who are associated with us in all facets of the industry and any others whom we touch to look forward, to think positively, to think courageously.

There is no necessity for a depression if we think big enough.

One of the great problems confronting people today is that they won't dream big enough. Dreams can be as big as you want them to be and unless the mark is high you will never hit a high mark.

Therefore, let us encourage our people to think big, and dream big, and act courageously.

Editor's note: These excerpts were taken from an address at the convention of the National Automobile Dealers Association last month in San Francisco.

GMAC Advances Simpson

Richard W. "Dick" Simpson, who has been connected with the Charlotte, N. C., office of General Motors Acceptance Corp. since 1935, has been named manager of the Columbus, Ga., office. W. W. Baldwin has been named to succeed Simpson as field supervisor at Charlotte, it was announced by George W. Crisler, manager there.



Alton M. Costley (top), East Point, Ga., has been named chairman of the national affairs committee of the National Automobile Dealers Association, while R. S. Abbott (above), Alexandria, Va., is chairman of truck committee. Other Southern dealers on NADA committees include: national affairs, Walter J. Wilkins, Norfolk, Va., and R. D. McKay, Wichita, Kan.; truck, R. J. Ross, Fort Smith, Ark., and Hal L. Smith, Atlanta, Ga.; membership, Thomas F. Abbott, Fort Worth, Texas; nominating, Turner A. Summers, Louisville, Ky., H. Mead Norton, Oklahoma City, Okla., and L. Flowers Hamrick, Greenwood, Miss.; resolutions, A. H. Easterby, Greenville, S. C., and H. L. Galles, Jr., Albuquerque, N. M.; auditing, Isadore Keil, Wilmington, Del.

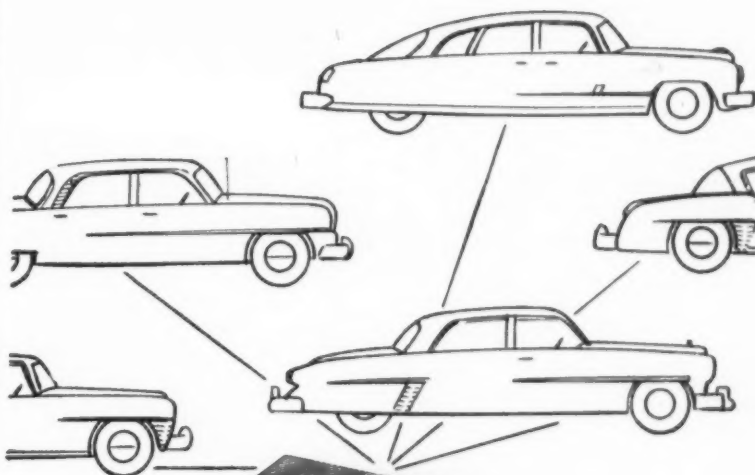
"Cars of Future" Shown In Washington Exhibit

A DOZEN "cars of the future," plus more than 100 current models, were displayed at the 24th annual National Capital Area Auto Show, which opened Feb. 21 for nine days.

Cars displayed at the National Guard Armory were valued at more than \$3,000,000, according to Joseph B. Paul, show chairman. Displays of automotive accessories and equipment were also featured.

A. Leftwich Sinclair, president of the Washington Automotive Trade Association, had a major part in the opening ceremonies.

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Tires of Its New Synthetic Rubber Could Outwear Car, Goodyear Says

BASIC patents on an entirely new type of synthetic rubber which may give the tire of the future vast improvement in wearing qualities have been announced by P. W. Litchfield, chairman of the board of The Goodyear Tire & Rubber Co.

Laboratory testing of the new

material indicates that tires made from it could easily outwear the automobile itself and that shoe soles and heels and heavy-duty conveyor belts can be given extraordinary wear resistance, Litchfield said.

The promise of the new synthetic, he pointed out, lies in its great-

ly increased toughness and resistance to abrasion.

The problems to be overcome before the new product can find wide use are in the areas of economic production of the raw material, the development of processing methods and in the improvement of its present qualities of resilience and adhesion. "But there is every reason to believe that these problems can be brought to a practical solution," said Litchfield.

In any event in the foreseeable future, Litchfield said, the nation must continue to look to its GR-S facilities for the greater part of its general-purpose synthetic.

Used-Car Show Draws 70,000 Visitors

A USED-CAR show, the first in the city's history, drew more than 70,000 visitors to the State Fair Grounds, Indianapolis, Ind., during a four-day period.

More than 40 used-car dealers participated in the show, which was sponsored by *The Indianapolis Star* and *The Indianapolis News*. More than \$6,500 worth of prizes in cash and merchandise were awarded.

Prospective buyers had a good chance to compare a wide variety of makes and models exhibited by the dealers. Plans are already under way for the second annual used-car show.

Trucking Industry Favors Federal Commission

CREATION of a new Federal Motor Transport Commission under the Department of Commerce has been urged by the Trucking Industry National Defense Committee in a special plea to President Eisenhower.

The commission would handle motor transport affairs now assigned to several government agencies. In requesting the commission, the committee said that the trucking industry now carries 75 per cent of the total freight tonnage of all forms of transportation.

Chrysler Men Meet

Chrysler's national field force of more than 100 regional and district managers assembled in Detroit last month for a five-day sales clinic. The spring sales campaign was discussed.



More than
words
can say...

Shure-built equipment

says more than words can say about your shop; that it is "CLEAN—EFFICIENT—QUALIFIED—RESPONSIBLE"—and more! These are qualities that create customer confidence ... increase your service sales.

Ask your jobber or write us for descriptive catalog on entire Shure-built line.

Shure
MANUFACTURING CORPORATION
1601 S. HANLEY RD. • ST. LOUIS 17, MO.

Illustrated: Model 9200
Service Merchandiser
and 9205 "Low Boy"
Service Merchandiser.

BE SURE TO SEE THE DISPLAY OF SHURE-BUILT EQUIPMENT—
SOUTHWEST AUTOMOTIVE JOBBERS SHOW
BOOTHS 126, 127, 128

Carolina Delivery Service, Charlotte, N. C., recently was awarded a plaque by The Electric Auto-Lite Co. for its high safety standards. Shown are (l. to r.): Eldon O. Gammon, Charlotte representative for Auto-Lite; Robert F. Coleman, district manager; John H. Vickers, president of Carolina Delivery, and E. R. Henderson, operations manager, who holds a trophy awarded the firm by American Trucking Association.



Marshall's First Dealer Retires from Business

LEE Hawley, Sr., who opened the first automobile business in Marshall, Texas, in 1909, retired last month after 44 years as owner and manager of the Hawley Motor Co.

The Chrysler-Plymouth agency has been purchased by W. C. Turner, formerly of Carthage, and will be operated as the Turner Motor Co.

Hawley began as a Ford dealer back in the days of the Model N, predecessor to the Model T. He sold cars and set up a livery stable with the horses and buggies he took in on trades.

In 1932 he took on the Chrysler-Plymouth franchise.

The big difficulty in the early days was more in the drivers than the cars, Hawley said. "They didn't know the first thing about machinery," he commented, "and most of them had been driving a horse and buggy for years."

"It took a new generation to stop folks from hollering 'Whoa' everytime they wanted to stop."

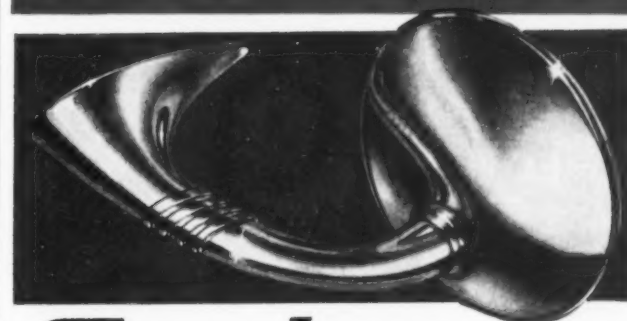
N. C. Finance Firms Endorse Time Limit

A RESOLUTION recommending that the time limit for automobile purchases be two years and that one-third of the price be required as down payment was adopted by the North Carolina Association of Automobile Finance Companies at a meeting in Greensboro last month.

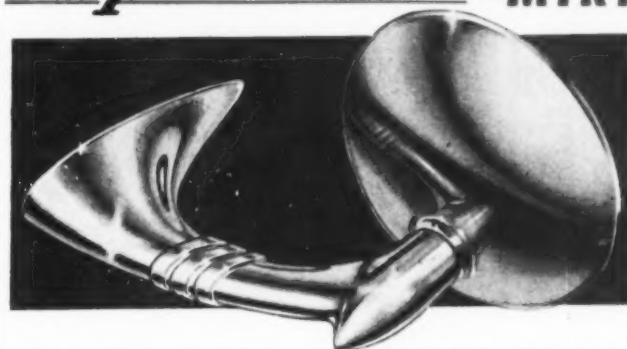
This type of financing has played a considerable role in raising the standards of living to the present heights, said John E. Murdock, head of Murdock Acceptance Corp.

E. C. Land, Jr., Lincolnton, was elected president of the association, succeeding Thomas S. Rogers, Charlotte.

Here's  **EYE APPEAL**
That Spells **BUY APPEAL!**



Speaker® MIRRORS



**SPEAKER
SNAP SCREW**
Fastens fast...
5 minutes to
install.
(Patented)

Driving safety requires clear rear vision. Speaker Mirrors not only fulfill this service demand, but over and above this they are attractive additions to any car... streamlined in complete harmony with the beautiful lines of today's finest cars, embodying superb styling, quality and craftsmanship.

Features include: Fine, lifetime high-lustre finish... non-glare or polarized glass... widest range of adjustment... friction

spring ball socket stays put (cannot shake loose)... heavy-gauge mirror head prevents buckling and assures lifetime service... mounts on either left or right side... theft-proof... no screws showing (concealed Speaker Snap-Screw)... permanent body installation.

Speaker Products Are Distributed Through
Leading Automotive Wholesalers
Got It? Get Them from Your Jobber!

Other Speaker Products:

Passenger Car Mirrors, Truck and Bus Mirrors, Self-canceling Passenger Car and Truck Directional Signals, Back-up Lights, Slow Lights, Truck Lights, Hand Brake Signal Lights, Match Patches, Vulcanizers, Tire Repairs.

**J. W. Speaker
CORPORATION**

1000 N. Main St., Philadelphia, Pa. 19104

Do You Want Regular Customers? This Gives a Clue on Getting 'Em

How do motorists select service stations and how loyal are they to their favorite stations?

A survey on this topic by E. I. du Pont de Nemours & Co., Inc., representing all makes of cars, all sections of the country and urban and rural areas, can give some pointers to all automotive shops.

Two out of three motorists are "loyal" to a favorite service station, the survey showed. Nine out of ten have been going to their favorite station for more than a year and almost half for more than five years.

When asked why they started going to this station, the motorists

gave two chief reasons: the location was convenient or they knew the operator of the station.

When asked why they continued to buy at that particular station, almost half said it was because they liked the service they received. Convenient location was the second major reason, with friendship for the dealer and a preference for that brand of gasoline also influencing their buying.

Older motorists and those in the higher income brackets stressed service more than younger motorists. Motorists under 35 years also showed the greatest variety in number of stations at which gasoline was purchased.

In deciding where to stop and buy gasoline when on a trip, both men and women listed a clean and neat appearance as the primary reason. Many look for a station handling a particular brand.

While a number of motorists drive into the nearest station on the right side of the road when they are traveling, almost half drive a mile or more to buy at their "home" station, with 20 per cent traveling from two to six miles.

Indications are that while the initial choice of a service station is apt to be because of its location and appearance, the service received and the friendship toward the operator are prime factors in making "first-timers" into "regulars."

Only a very small percentage were interested in the price of the gas.

Jacksonville-Miami Road Studied by Floridians

THE most practical means for constructing a four-lane highway between Jacksonville and Miami were considered by the Florida Highway Users Conference at a recent meeting.

Roy E. Jorgensen, engineering counsel of the National Highway Users Conference, talked on "The Alternative to the Florida Toll Road Proposal," suggesting that part of Route 1 could be used, that some relocation of the highway would be practical and that communities where access rights were not feasible could be bypassed.

Jorgensen urged construction of the four-lane highway even if it should not be possible to work out an agreement for financing a toll-free road between the two cities.



MOLY-DISUL

FAST SERVICE

DEPENDABILITY

LONGER LIFE

FINEST ALLOY STEEL

PRECISION MANUFACTURE

They All ADD UP to

TUTHILL SPRINGS

*World's Finest Replacement Line
for every Car, Truck and Bus*

See your TUTHILL
Distributor — or
write direct for
Catalog

TUTHILL SPRING CO.
760 WEST POLK STREET • CHICAGO 7, ILLINOIS

Chrysler Power Brakes Put to the Test

AS MANY as 1,500,000 emergency "stops" without failure set the laboratory pace in testing the power brakes which have already been installed on more than 200,000 Chrysler and DeSoto passenger cars.

A special laboratory machine, designed and built by Chrysler Corp. engineers, tests the endurance of the power units for these brakes. A driver, making normal stops even from speeds as high as 50 miles an hour, seldom develops brake line pressures beyond a range of 160-260 pounds per square inch.

Yet, each time a power brake unit is applied by the testing machine, it is made to generate pressures from 1,000 to 1,400 pounds per square inch in the brake lines. The units being tested are required to deliver at least 500,000 of the emergency "stops" without failure. And it is not uncommon for them to complete 1,500,000 maximum applications without a breakdown, Chrysler engineers said.

The power brake system does so much of the braking work that it is possible to bring a Chrysler sedan equipped with it to a quick halt with no more than the pressure of two fingers on the brake pedal, it was said.

Scintilla Advances Fagan and Uline

APPOINTMENTS of Thomas Z. Fagan as director of sales and service and William A. Uline as general sales manager of the Scintilla Magneto Division of Bendix Aviation Corp. has been announced by George E. Steiner, division general manager.

Formerly director of advertising and public relations, Fagan will continue that assignment in addition to directing sales and service activities. Uline, who joined the firm in 1951, formerly was industrial sales manager.

Riess Named for South

George L. "Jerry" Riess has been named Southern district manager for Comfort Specialty Co., manufacturer of printed dealer forms, highway signs and other sales and promotional aids. He will headquarter at 8331 Fourth Ave., North, Birmingham, Ala.

MONEY-SAVING IDEAS

about spray finishing and coating

UNDERCOATING



UNDERCOATING
EQUIPMENT
9 models
of air-operated pumps

Get a more even coating job

Use a Binks Air-Operated Pump with a Surge Control to deliver the undercoating to the spray gun. This remarkable control stops "spurting," makes undercoating flow evenly when the spray gun is triggered. Only Binks Pumps offer you this valuable Surge Control.

REFINISHING



OIL & WATER
EXTRACTORS
7 models to supply
clean, dry air

Make sure air for spraying is clean and dry

In refinishing, clean, dry air is vitally important. If the air contains any oil, water, rust or foreign particles, painting redo's are almost certain to result. A Binks Oil and Water Extractor protects you from this costly extra work because it assures a supply of air that's always clean and dry.

FLOCKING



FLOCKING GUN
Fitted with 1 quart cup

Get added sales appeal for used cars

A new coating of flock snaps up the appearance of glove compartment and trunk—boosts sales appeal. Binks Flocking Equipment saves time, assures eye-appeal because it uses air pressure to rapidly apply a flock coating of the correct thickness for best beauty and wear.

WORKING SAFELY



AUTO SPRAY BOOTHS
standard panel
construction
21 models

Check fire, health and state codes

before installing any spray booth or exhaust chamber. To save time, simply specify a Binks Auto Spray Booth—every one is guaranteed to conform with the requirements of fire, health and state authorities.

Ask your Auto Jobber

for informative, time-saving catalog—it's FREE!

Your Binks Auto Jobber will furnish Catalog 101 containing descriptions of all money-saving Binks products. Or send in coupon.

Binks Manufacturing Co.
3136-40 Carroll Ave., Chicago 12, Ill.
Please rush me a free copy of Catalog 101.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

Binks

EVERYTHING FOR
SPRAY PAINTING

REPRESENTATIVES IN PRINCIPAL U.S. & CANADIAN CITIES - SEE YOUR CLASSIFIED PHONE DIRECTORY

Worried by Money and Hard Work? Braden Recommends Easy Solution

HUBERT Braden, well-known head of American Gear & Parts Co., Dallas, Texas, has been joyfully informing his friends about how to make an easy living.

In a letter to Baron Creager, Southwestern editor of SOUTHERN AUTOMOTIVE JOURNAL, he outlined the plan as follows:

"For several years I have thought that there should be an easier way to make a living than making it in the jobbing business. I have at last hit upon a plan that really looks good and am outlining it below.

"We are starting a cat ranch with 100,000 cats. Each cat will

average 12 kittens a year. The cat skins will sell for 30¢ each. One hundred men can skin 5,000 cats a day. We figure net profit of over \$10,000.

"Now what shall we feed the cats? We will start a rat ranch next door with 1,000,000 rats. The rats will breed 12 times faster than the cats. So we will have four rats to feed each day to each cat. Now what shall we feed the rats? We will feed the rats the carcasses of the cats after they have been skinned.

"Now get this! We feed the rats to the cats and the cats to the rats and get the skins for nothing.

"We are organizing the company and selling stock at this time. If you are interested, we would appreciate an immediate answer inasmuch as the stock should not last very long."

Jobber Dave Crockett has already acquired all rights on this easier way to make a living for the entire Oak Cliff section of Dallas, Braden reported.

Special Bonus Deal now offered by your Automotive Supplier!

This beautiful 9-piece *California*

DE LUXE SALAD SET

will be sent to you by your automotive supplier, without cost, every time you purchase 4 dozen cans of Warner Radiator Products—in any combination—from now until April 30, 1953. Nine durable plastic pieces in sparkling green, wine and bronze.

Complete set includes jumbo serving bowl, six individual bowls, handy serv-a-salad fork and spoon... in an attractive gift package!

Make the most of this extra profit opportunity... this extra incentive for your employees to do a selling job this Spring.



Special Bonus Deal expiration date is April 30, 1953!

So stock... promote... sell... Warner Radiator Products this Spring. Your purchase of just four dozen cans, in any combination, earns you one complete 9-piece California deluxe Salad Set... and there's no limit!



Backed with sustained National Advertising in the pages of the Saturday Evening Post!

A FAMOUS NAME IN AUTOMOBILE HISTORY.



WARNER RADIATOR PRODUCTS

WARNER-PATTERSON COMPANY
920 S. MICHIGAN AVE., CHICAGO 5, ILL.

Chrysler Names Curtan As Sales Manager

CORNELIUS R. Curtan has been appointed sales manager of the Chrysler Division and J. T. Condon and John H. Howard have been named assistant sales managers, it has been announced by E. C. Quinn, vice-president.

Curtan joined the division in 1946. He was in the New Orleans region for a time before moving to Atlanta as regional manager in July, 1949.

Howard, who joined the firm in 1941, was regional manager at Kansas City for several years. Condon has been with Chrysler and its predecessor, the Maxwell Motor Co., since 1923.

Eutectic Manual Gives Tips on Truck Welds

A 56-PAGE book titled "Truck and Car Fleet Maintenance and Repair Welding Manual" has been issued by Eutectic Welding Alloys Corp., 40-40 172nd St., Flushing, New York, N. Y. It is available without charge to those in the trade.

Containing 86 photographs and numerous diagrams and charts, the manual gives suggestions on salvaging and repairing under four general headings: castings, functional and mechanical parts, body parts and ornaments, accessories and auxiliary equipment.

Racing News

Ford Will Pace "500"

William Clay Ford, a director of Ford Motor Co. and grandson of the late Henry Ford, will drive a 1953 Ford Sunliner convertible to pace the 37th annual 500-mile automobile race at the Indianapolis Motor Speedway May 30.

Selection of a Ford-built passenger car to lead the field across the starting line for the fifth time was announced by Wilbur Shaw, president and general manager of the Speedway, who will ride with Ford on the pace lap.

Ruttman Has Top Earnings

Troy Ruttman, 23-year-old winner of the 1952 Indianapolis "500," topped all other race drivers for the year in money earned with a \$71,000 total for the season. Overall, prize money for AAA automobile racing was up 17 per cent in 1952 over the preceding year, matching the attendance gain.

Hartley Tops Midgets

Gene Hartley, 27-year-old driver from Roanoke, Ind., became the first AAA champion of the 1953

season by topping the indoor midget circuit. He succeeds Buddy Huseman, Toledo, as indoor midget champion.

Second place in the standings was captured by Len Duncan, the former chauffeur for Harry Truman and a pre-war midget veteran.

Tim Flock Takes Lead

Tim Flock of Atlanta, Ga., 1952 NASCAR titleholder, held a slim lead in the 1953 season after the first two races. He had tallied

457 points, while his brother, Fonty Flock, scored 432 points to take second place. Herb Thomas, Olivia, N. C., was third and Bill Blair, High Point, N. C., was fourth.

A 100-mile race at Harnett Speedway, Spring Lake, N. C., early in March was the next event for the contenders.

Jaguar Has New Drive

The Jaguar Mark VII sports sedan will offer an automatic

Badger
CHROMIUM PLATED

**CUSTOM POWER
SPORTS EQUIPMENT**



FITS SINGLE OR DUAL MANIFOLDS

No. 1420 Air Cleaner furnished with adapter to fit all cars having 2-5/16" to 2-5/8" manifold openings.

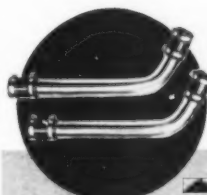
Gleaming chromium plating made of heavy gauge metal, easily disassembled, perforated metal encloses filter cloth.



CHROMIUM PLATED VELOCITY STACKS

No. 1407 1/2 lb. 2-5/16"
No. 1408 1/2 lb. 2-5/8"

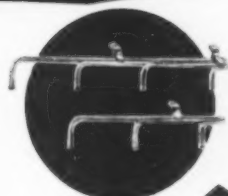
Made of Heavy Gauge Steel Tubing, Chromium Plated with Special Dust Filter made of Monel Metal Permanently Attached.



CHROMIUM PLATED RADIATOR HOSE CONNECTIONS

No. 1400 Ford 1939-41
No. 1401 Ford 1942-48
No. 1402 Ford 1949-52
No. 1403 Chev 1942-51

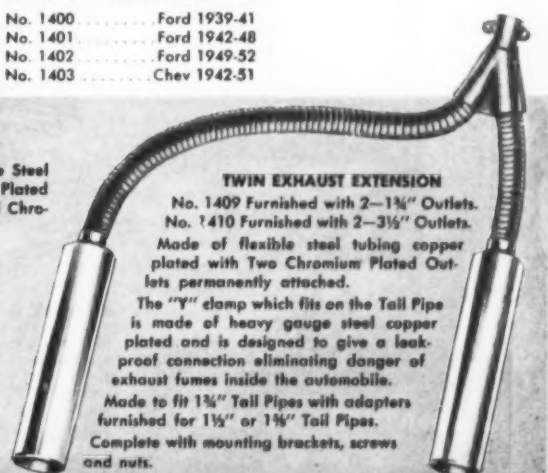
Kit includes: Heavy Gauge Steel Tubing . . . Chromium Plated 3-Ply Hose Connectors and Chromium Plated Hose Clamps.



CHROMIUM PLATED WIRE LOOMS

No. 1404 Deluxe . . . Ford & Mer. '32-48.
No. 1405 Deluxe . . . Ford & Mer. '49-52.

Deluxe chromium plated Wire Looms with ends curved and flared. No. 1406 . . . Chevrolet 1947-52 Chromium plated Wire Looms with ends curved and flared. No. 1413 . . . Oldsmobile for all Rocket engines.



TWIN EXHAUST EXTENSION

No. 1409 Furnished with 2-1 1/4" Outlets.
No. 1410 Furnished with 2-3 1/2" Outlets.

Made of flexible steel tubing copper plated with Two Chromium Plated Outlets permanently attached.

The "Y" clamp which fits on the Tail Pipe is made of heavy gauge steel copper plated and is designed to give a leak-proof connection eliminating danger of exhaust fumes inside the automobile.

Made to fit 1 1/4" Tail Pipes with adapters furnished for 1 1/2" or 1 3/4" Tail Pipes.

Complete with mounting brackets, screws and nuts.

Badger TOOL & MANUFACTURING CO., INC.
1501 WEST POLK STREET CHICAGO 7, ILLINOIS

transmission as optional equipment, beginning this spring.

Designed by Borg-Warner Corp. and manufactured in this country, the unit consists of a three-speed automatic transmission plus torque converter.

Repeal of Excise Taxes Asked by Truck Men

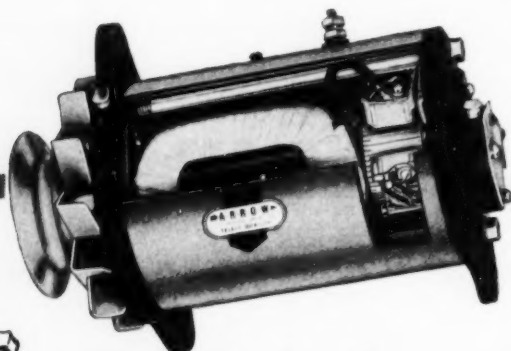
A RESOLUTION calling on Congress to repeal federal automotive excise taxes, "in particular the manufacturers' excise tax on

commercial vehicles, tires and parts and the motor-fuel tax," was adopted by the convention of the Truck-Trailer Manufacturers Association, held recently at Edgewater Park, Miss.

Some 300 trailer builders and suppliers agreed on the action after hearing Walter F. Carey, president of American Trucking Associations, point out that taxation of gasoline traditionally was reserved to the states before the federal government as a wartime measure entered the field. Carey



Robert C. Pulliam, 55, president of Wilson Motor Co. and Pulliam Parts Co., Columbia, S. C., died recently from a heart attack. He was secretary-treasurer of the South Carolina Automobile Dealers Association. He moved from Columbus, Ga., to Columbia in 1934 as general manager of Wilson Motor Co.



Why take less?

WHEN ARROW GIVES YOU ALL THESE:

1. The finest rebuilt Generators . . . first choice of reliable dealers because they are proved by Arrow's life-performance test "102" . . . the only known test more rugged than actual use.
2. Full dealer profit on every Generator . . . one-year unconditional guarantee to protect your profits and your customers.
3. This 9-Generator Stock (dealer exchange less than \$90) which provides immediate replacement for 85% of all requirements . . . including late 1952 models . . . budget terms through Arrow JOBBERS.
4. Dealer merchandising plan to help you get more business . . . see your nearest Arrow JOBBER or send in the coupon below.



ARROW

ARMATURES COMPANY

Boston 34, Mass. • Spartanburg, S. C.



ARROW ARMATURES COMPANY

Dealer Service Department
15 Fordham Rd., Boston 34, Mass.

Yes! I want to know how your dealer merchandising plan will make more money for me. Send information to:

MR.

COMPANY

STREET

CITY

STATE

Please include name of my nearest Arrow Jobber ☐

also emphasized that if the two-cents-per-gallon federal levy were eliminated and the states enacted a similar tax together with proper vehicle registration fees, the problem of financing new highways could be overcome.

In other resolutions, the truck-trailer manufacturers gave their support to "Project - Adequate Roads," a national movement for relieving highway congestion; commended the Truck-Trailer Branch and Motor Vehicle Division of the National Production Authority for avoiding undue hardships in materials supply in the trailer-building industry; approved a decision of the Army to use standard commercial motor vehicles for all normal military transportation; and expressed hope that a transportation research policy pursued by the Transportation Association of America will meet with continued success.

William E. Grace, Hobbs Manufacturing Co., Fort Worth, Texas, was re-elected president. R. C. Tway, Jr., Kentucky Manufacturing Co., Louisville, was re-elected treasurer.

Magnesium Car Built

A foreign automobile with an all-magnesium body will be shown for the first time in this country at the International Magnesium Exposition, to be held April 1-2 at the National Guard Armory in Washington, D. C.

SEE THESE *Atlas* PROFIT-MAKERS ON DISPLAY...

BOOTH 467-468

Visit the Atlas booth at the Southwest Automotive Show. See the tools, with their special accessories for automotive work, that can help you provide *faster* service at *greater* profits this year. Atlas and Clausing Southern representatives will be on hand to show you the tools and their operation.

Atlas 10" LATHE



See this low-cost "Quick-Change" lathe with special armature outfit that reconditions a car or truck armature in less than 8 minutes, and helps you handle more profit-making jobs in your own shop.



CLAUSING 4800 12" LATHE

The heavy-duty precision lathe for automotive service work. Features include a Timken bearing equipped spindle, wide threading range, countershaft equipped with clutch and brake.



18" HEAVY-DUTY PRECISION DRILL PRESS

A big capacity tool for all types of precision drilling on generators, starters, carburetors, brake shoes and linings, making bumper brackets, trailer hitches, parts, general repair work.



ATLAS PRESS COMPANY

336 N. PITCHER ST., KALAMAZOO, MICH.

Atlas

DEPENDABLE QUALITY TOOLS SINCE 1911

General Motors Motorama at Miami Attracts Record Crowd of 321,500

TOTAL attendance at the General Motors Motorama of 1953 at Miami, Fla., exhibited for seven days last month, reached an all-time high of 321,500, surpassing by more than 15,000 persons the attendance during the week the show was at the Waldorf-Astoria Hotel in New York.

General Motors officials said the turnout surpassed the crowd figures of any other General Motors automotive shows they could recall.

"The tremendous reception given our 1953 Motorama in Miami was most gratifying to us," said Harlow H. Curtice, president.

"Because this is the first time we have ever taken the New York show on an extended road tour, we naturally were very interested to see how well it would be received here. Our experience in Miami convinces us that persons all over the nation want to see industrial shows such as ours.

Expresses GM's Thanks

"The record-breaking crowds attending our show here were made possible through the wholehearted cooperation of many thousands of persons in Miami—city officials, civic leaders, the police, newspapermen, radio and television. We deeply appreciate their unselfish help to us and their generous hospitality.

"As I have said before, we believe 1953 will be an excellent year for General Motors and the automotive industry. Our wonderful reception in Miami strengthens our belief in a prosperous year. Public interest in our automobiles and other products is exceedingly high," Curtice added.

The Miami Motorama, first major General Motors production in Florida, was staged in a larger area than will be available anywhere in the five cities that lie ahead in the General Motors show tour. General Motors opened its Motorama the evening of February 11 at Dinner Key, a spectacle three times larger than its original production in the Waldorf-Astoria.

With 90,000 square feet of space, General Motors was able to exhibit more than 60 automobiles beneath the auditorium's roof. Alongside the building were ar-

rayed a dozen trucks from the GMC Truck and Coach Division.

The Frigidaire Division, producer of refrigerators and other household appliances, displayed its complete line. In fact, virtually every General Motors division—automotive and non-automotive—was represented somewhere on


the auditorium floor during the exhibit.

More than 80 research and engineering exhibits were unveiled at Miami. Most of these were designed for audience participation. The Motorama visitor could operate them with push-button control, levers, knobs and other fixtures.

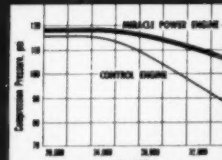
The Motorama will appear at the Fair Grounds Auto Building, Dallas, Texas, May 16-24, and at the Civic Auditorium, Kansas City, Mo., June 6-14.

Not Rumors . . . But Facts

- Saves 30% on oil
- Reduced Cylinder Bore Wear 40%




Under identical operating conditions, this engine is 30% more protected than Miracle Power—the other was not.




Engine Performance

Y-axis: Horsepower (HP) 0 to 120
X-axis: Total Miles 0 to 25,000




Engine Wear

Y-axis: Total Bore of Bore (inches) 0 to 10
X-axis: Total Miles 0 to 25,000



The same basic ingredients in Miracle Power are used in the manufacture and overhaul of America's finest air engines by the U. S. Air Force and leading air lines.



SOLD BY LEADING CAR MANUFACTURERS

Safety Ranks First In Buying Tires

SAFETY is the most important factor in the purchase of automobile tires, judging by a recent survey of Shell Oil Co. credit-card holders in the metropolitan New York area.

When asked, "What factor is most important to you in the purchase of tires?", 76.1 per cent said safety. Mileage was given as the second factor and price as the third.

The 5,031 people answering the survey owned a total of 5,709 cars, with 38 per cent of the vehicles represented being four years old or older.

General Motors Expands Institute Facilities

EXPANSION of the General Motors Institute, comprising a building with 83,000 square feet to be added to the present structure, has been announced by John F. Gordon, vice-president of Gen-

eral Motors and chairman of the board of the institute.

"The addition will add approximately 40 per cent to classroom, laboratory and general service areas," Gordon said. "The over-all expansion, plus the remodeling of the present building, will be a total structure of modern acceptable standards equipped throughout with the most recent and effective type of engineering educational facilities."

As a result of the expansion, enrollment in the cooperative programs can be increased to 2,000 in 1954, he stated. The young men participating in these programs are qualified high-school graduates who apply for appointment by one of the General Motors divisions. Applications can be made either to a division or directly to the institute.

Standard of England Will Build Jeeps

AN AGREEMENT in principle has been reached between Willys-Overland Motors, Inc., and Standard Motor Co., Ltd., of Coventry England, for the manufacture of Jeeps at Coventry for sale by Willys throughout the sterling-money area, it has been announced by Ward M. Canaday, chairman and president of Willys.

Standard will tool the entire vehicle in England for sale in the Commonwealth, western Europe and other areas. The vehicle will be identical with the Jeep produced by Willys in Toledo, it was stated.

Ingman Body Shop Damaged by Fire

FIRE of undetermined origin swept through the paint and body shop of Ingman Motors, Inc., DeSoto-Plymouth dealership at Miami, Fla., last month, causing damage estimated by Owner Hal Ingman at \$50,000 to \$60,000.

A dozen automobiles were destroyed by the fire, including six new DeSotos and Plymouths that had never been driven. The remainder were cars in the shop for repairs.

Chicago Show Expands

The 45th annual Chicago Automobile Show, set March 14-22 at the International Amphitheater, will include 19 makes of cars, nine truck lines and other displays.



You've heard all sorts of wild claims for lubrication "aids." Now, get the facts about Miracle Power—proof established by Wetmore Hodges & Associates, Redwood City, Calif., independent research laboratory.

Hodges tested two factory-new truck engines hauling both gravel and salt (38 ton G.V.W.) under identical conditions. They used Miracle Power in one engine, not the other. The engine without Miracle Power broke down after 33,703 miles. The Miracle Power treated engine was still in good shape. The amazing performance records were proved by accurate data, scientifically maintained.

Miracle Power contains a secret blend of colloidal synthetic graphite and other super lubricating agents. Used in gas and oil, Miracle Power covers vital engine surfaces with a breathlike graphoid film which retains oil longer, lubricates even if oil is temporarily absent or breaks down under terrific engine heat.

Stop kidding yourself or your customers about lubrication "aids." Don't sell claims—sell facts. Get the full story of this amazing Miracle Power test today from your wholesaler or write—

THE AP PARTS CORPORATION
1734 AP Building • Toledo 1, Ohio
Manufacturers of:
MUFFLERS • PIPES • MIRACLE POWER • dgt 123

New Double-Duty "Wet-Pack" Chamois-Substitute Sells on Sight **mira-sham**[®]

No "break in" needed! Marvelous **mira-sham** comes damp-packed in a sealed plastic bag—all ready to use. Doubles as a sponge; a whiz for streak-free, lint-free wiping. Lasts up to 3 times as long as an ordinary chamois, yet sells for not \$4, not \$3, but only 98c.



You Start Cashing In the Instant You Set Up a Display

Unlike ordinary chamois, **mira-sham** (made of non-woven fabric and latex) is not hurt by soaps, detergents, paint remover, solvents, benzene, alcohol, gasoline, naphtha, or other harsh cleansing agents. It's plenty tough—has great resistance to abrasion and hard use. Ideal for **WASHING** surfaces of glass, wood, metal, most others, too. Simply rinse and wring out after **WASHING**, then **mira-sham** **WIPES** surfaces dry, leaves no lint or streaks. Doesn't get hard or shrink, even when boiled or washed; actually improves with use. At its low price, **mira-sham** is far superior in value offered to anything now on the market.

"Wet-Pack" **mira-sham** sells itself on sight. We furnish target display as shown. 18" x 19" size, retailing at 98c, is packaged in attractive, self-selling consumer cartons, 24 to a case. Your cost only \$14.16 per case! Order from your jobber—or send coupon below.

Further details on these (and other larger sizes) on request—or ask your jobber.

The VISKING Corporation

Daily News Bldg., 400 West Madison Street, Chicago 6, Ill.

The VISKING Corporation, Dept. SA-3

Daily News Building, 400 West Madison Street, Chicago 6, Ill.

Gentlemen: Please ship me _____ cases of 18" x 19" size **mira-sham** in eye-appealing packages, 24 packages to a case at \$14.16 per case. Orders of 12 or more cases shipped prepaid, except west coast. Terms 2%, 10 days—net 30.

Firm Name _____

Address _____

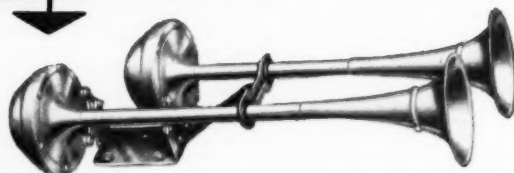
City and Zone _____ State _____

Jobber's Name _____

W-35

Back in action again!

Let the Sparton Tornado clear your way to sales



Model 250
(Dual Mounting)

The famous Sparton Tornado

... is back, one of the most popular horns ever produced. Here's the twin-trumpet, electric air horn that's perfect for cars, trucks, buses, boats. Sturdy, graceful design of chrome-plated brass. Corrosion-resistant, stainless steel diaphragm. It's all-electric, so there's no installation problem. No bulky tanks, pipes or compressor to fit; no motor "tapping" to be done. Just connect to electric system. Simple and *dependable*, with a voice that *can't* be ignored. Also available in single mounting (Model 260). Write for Catalog Sheet No. A29-1A.

Profit by this new lamp design



- 1 Safeguards bulb** — Exclusive Sparton 45° mounting cuts shock and vibration. Prolongs bulb life.
- 2 Cuts socket corrosion** — Dust, grime, moisture collect at base, cannot corrode offset socket.
- 3 Allows perpendicular mounting** — Offset base permits perpendicular mounting on any surface.

Result: Directional signal lamps that hold up under any driving conditions. Ideal for cars or trucks, for city or highway. Available in these Series 600 directional signal lamps. Send for Catalog Sheet No. VSE-3A.



Model 664-5:
Semi-flush mount.
Red (664) or amber
(665) lenses



Model 650:
Two-face, hollow-stud
mount. Red and
amber lenses



Model 6105-06:
Flush mount. Red
(6105) or amber
(6106) lenses



Model 651-2:
Hollow-stud, pedestal
mount. Red (651) or
amber (652) lenses

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AUTOMOTIVE EQUIPMENT
SINCE 1900.**

Buy U.S. Defense Bonds
Today — For Your Future
Security Tomorrow



1953 Sales Outlook for Car Tires Best Since War's End, Hawkes Says

THE business outlook for the nation's tire industry is more optimistic now than at any time since the end of World War II, Howard N. Hawkes, vice-president and general manager of the Tire Division, United States Rubber Company, said last month.

More than 91,000,000 passenger car, truck and bus tires will be sold in the nation during 1953 and it will tax the production capacity of the industry to meet this demand, Hawkes told a press conference at the convention of the National Automobile Dealers Association.

The figure represents an increase of approximately 12 per cent compared to sales in 1952. Approximately 33,000,000 tires will be sold to automotive manufacturers and 58,000,000 tires will be sold to the nation's motorists for replacement use, he predicted.

Principal reasons behind the optimistic national sales outlook is the fact that the automotive industry is planning to produce nearly 5,500,000 cars during the year and there will be more than 40,500,000 cars on the nation's highways—an all-time record high, Hawkes said. This should mean a heavy, continuing demand for both original equipment and replacement tires.

His "Reward" Was The Loss of \$20

George Salvatore, a service-station owner at Summit, N. J., was out \$20 recently because he tried to return "lost" property.

A woman customer told him she lost a diamond out of her ring when she stepped out of the car at his station. She offered a \$100 reward for the return of the stone and left her phone number.

Later a young man said he had just found a diamond. Salvatore paid him \$20 for the stone and called the woman.

The phone number was a phony and so was the gem, a jeweler later confirmed.

Discussing new developments, Hawkes said U. S. Rubber is working experimentally with a new type of synthetic rubber called Vulcollan which has outstanding tire properties. Experimental tires with treads made of this new rubber are wearing as long as 100,000 miles. Vulcollan is tougher than

any other type of rubber and is practically tear-proof, he said. It adheres well to textiles because it combines with them chemically. Vulcollan is still a high-price material, however, and methods for its large-scale manufacture and application must still be developed, Hawkes stated.

Another promising new material for the tire industry, he said, is GR-S synthetic rubber made with rosin, a by-product of turpentine manufacture. The new rosin-type rubber is much closer

**"WE HAVE SOLD
NEARLY 300 BELOND
EQUA-FLOW SYSTEMS"**



says

KARL W. HERMAN
of Newark, N. Y.

Belond
EQUA-FLOW
EXHAUST SYSTEMS

300 Belond EQUA-FLOW Exhaust Systems! That's a mighty good sales record for Karl Herman—or for *any* dealer in a town of less than 12,000 population. But, other Belond dealers do as well, and hold up their volume, month after month. There are 3 reasons for such success: (1) the quality of the product (2) its value to the customer and (3) taking advantage of the tremendous sales potential of the Belond EQUA-FLOW Exhaust System. Thousands of car owners confirm our claim that it is the nation's best-performing dual exhaust system for V-8s. Ask your jobber about the Belond line today—or write us direct for full information.



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6

GREAT "NO RUST" MOWERS IN ONE COMPLETE LINE

ONLY K. C. MOWER OFFERS THIS VARIETY ...

- Gasoline or electric powered
- Direct or belt driven
- Side or back exhaust
- 16" or 18" or 20" blade
- 1 h.p., 1.6 h.p., 2 h.p. 2-cycle and 4-cycle engines

WITH THESE OUTSTANDING FEATURES ...

- "No-rust" base of aluminum alloy
- One-piece blade of spring steel
- Comfort handle with automatic lock
- Semi-pneumatic ball-bearing wheels
- Patented safety clutch



EVERY ONE A WINNER!



- 1 ELECTRO-MOW** 16" blade; 1725 r.p.m. motor approved by Underwriters Laboratories.
- 2 No. 330 SIDE-KIK** 18" blade; 1.6 h.p.; 2 cycle gasoline engine; side exhaust direct drive.
- 3 TRIMOW** 18" blade; 2 h.p., 4-cycle gasoline engine; back exhaust direct drive.
- 4 No. 340** 18" blade; 2 h.p., 4-cycle gasoline engine; side exhaust direct drive.
- 5 K.C. MOW** 20" blade; 2 h.p., 4-cycle gasoline engine; back exhaust belt drive.
- 6 VAC-U-MOW** 20" blade; 2 h.p., 4-cycle gasoline engine; back exhaust; direct drive; patented vacuum-action mower base.

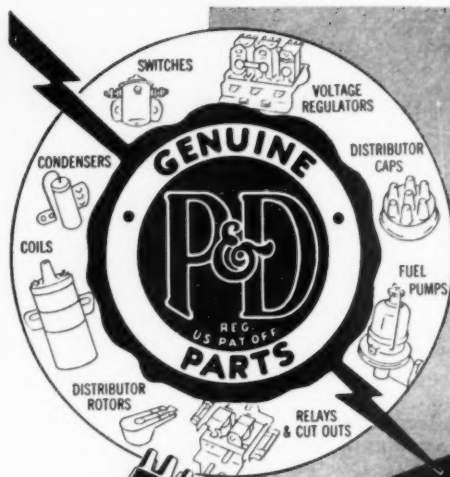


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GET EVERY BRAKE JOB RIGHT EVERY TIME

BENDIX* *Factory-New* Lined Brake Shoes

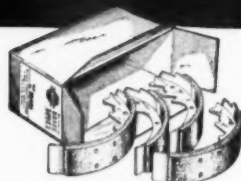
- End exchange headaches
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BUILT, BACKED AND PACKAGED
BY THE MOST TRUSTED NAME
IN BRAKING

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BENDIX PRODUCTS DIVISION of
SOUTH BEND, INDIANA



to large-scale production and use than Vulcollan. Its price is competitive with both natural and straight GR-S synthetic rubber and preliminary tests indicate that it will give as much as 30 per cent longer tread wear, the manufacturer said.

F. J. Bell Named To NADA Staff

APPOINTMENT of Frederick J. Bell of Baltimore, Md., as executive vice-president of the National Automobile Dealers Association has been announced by



Mr. Bell

J. Saxton Lloyd, Daytona Beach, Fla., retiring president of the association.

Bell formerly was director of human relations for McCormick and Co., Inc., and a member of the senior board of directors of that firm.

Born in Norfolk, Va., Bell was graduated from the United States Naval Academy at Annapolis in 1924 and served in the Navy until 1948, when he retired at his request with the rank of rear admiral.

German Car Production Increases in 1952

PRODUCTION of the automobile industry of Western Germany increased 22 per cent over the 1951 level to a total of 456,604 units in 1952. The total number of motor vehicles in the German Federal Republic now is about 3,500,000 units, almost five times as many as in 1946. In 1938 the number of units within the territory that is now the Federal Republic was 1,836,000.

A breakdown on 1952 production showed the following totals

for various manufacturers:

Manufacturer	Units
Volkswagen	135,970
Opel (General Motors)	87,934
Daimler-Benz	56,613
Ford (Cologne)	40,334
Borgward (incl. Goliath and Lloyd)	37,736
Auto-Union	94,374
Gutbrod	2,283
Porsche	1,305
BMW (production begun Nov., 1952)	49
	456,604

GM February Output Tops '52 Figures

GENERAL Motors produced 222,682 passenger cars and 48,566 trucks in its United States plants during February, Compared with 137,319 passenger cars and 35,371 trucks during the same month of 1952.

All passenger-car divisions reported production well ahead of last year's figures. Chevrolet led, as usual, with a production of 114,574 cars in February.

GUARANTEED MONEY MAKER



"Try this machine in your shop for 30 days using my merchandising plan . . . If it doesn't grind as fast and accurately as we say and if you don't make money, return it and I'll refund your money and pay the freight both ways." *Be Peterson*

OVER 2000 MACHINES SOLD ON THIS BASIS

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"IT'S THE MOST PROFITABLE MACHINE IN MY SHOP"



THE NEW MODEL 50 PETERSON SURFACE GRINDER

• Engine rebuilders have re-ground more than 50,000 heads with no bearing trouble or time lost for adjustment because of Peterson's . . .

EXCLUSIVE, PATENTED "VIBRA MOTIVE" MOTOR MOUNTING

It eliminates chatter and protects motor bearings. The whole unit is cushioned when grinding heavy blocks. LARGE INDUSTRIAL FACTORIES say accuracy is much better with the Peterson Surface Grinder than large milling machines formerly used. There is no distortion due to clamping.

Use larger Model 72 (72" table top) for work on industrial engines and extra heavy castings.

15 YEARS OF STEADY IMPROVEMENT MAKE THIS GRINDER ONE TO BE COPIED... BUT NOT EQUALLED!

For Complete Information Write, Wire, or Phone TODAY!

WITH AN UNTRAINED OPERATOR YOU CAN MAKE \$18.00 AN HOUR!

...grinding heads to .001 accuracy in 10 minutes or less and blocks in 2 or 3 minutes. Grind flat flywheels, pressure plates, manifolds, carburetors, and pump bases and small castings by circulating them around the grinding wheel, half on the table and half on the stone, thus obtaining high accuracy similar to lapping on a surface plate.

CHECK THESE FEATURES

- ✓ DOUBLE DUST COLLECTOR with "Cyclone" suction plus triple fibre glass filter unit.
- ✓ FAST, ACCURATE cut with level stone.
- ✓ TIP-TOE ADJUSTMENT
- ✓ NO SET-UP needed.
- ✓ ANY MAN can operate.

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performance

where it counts most*

GUARANTEED

Ignition Parts • Wire and Cable



1 *In the Car—Number 1 job is smooth performance in the car. Through sleet and rain, over ice or desert you can depend on "Guaranteed" quality. Leader in the field since 1908.



2 *In your Cash Register—Profits important? Of course. Guaranteed merchandises a system of plus profits to keep your parts business always sweet. Drop a line to hear about "Guaranteed" extra profits. The sooner you start the more money you'll make.

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PARTS CO., INC.**

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RIGHT!**

**Auto-Test POWER
TIMING LIGHT**

The Brightest Source of
Timing Light Ever Produced

- Replaceable STROBOSCOPIC Bulb
- Unbreakable Case

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SOLAR AUTO BODY TOOLS

Equal to any body tool set now on the market. Powered by SOLAR Pneumatic Hammer, Size 3B.

\$29.70 Complete

SET CONSISTS OF:

PANEL CUTTER—Cuts auto body metal approximately 15 feet per minute. Cuts clean—no burrs.

COLD CHISEL—Cuts bumper bolts, mufflers, exhaust pipes, body bolts, etc.

SPOT WELD BUSTER—Cuts spot welds, removes inner construction without damage. Invaluable for removing turret tops.

SOLID PUNCH—Removes, quickly and without damage, pins, frozen nuts, bolts, hinge pins, etc.

SOLAR PNEUMATIC HAMMER—Especially engineered for these particular operations.

A work saver if there ever was one!

A modern set for the modern shop!

You might pay more but you can't buy better! Satisfaction guaranteed. Order from this ad. large stock—Prompt Delivery.

Shipped C.O.D. \$29.70 plus postage and C.O.D. fee.
SOLAR CO., Lock Box 55, Dept. D, Overland, Mo.

Servicing the Delco 12-Volt Batteries

THE following tips on servicing the Delco 12-volt Model 3EE70 battery for passenger cars were covered in a recent bulletin from United Motors Service Division:

Charging

For proper charging outside the car, Model 3EE70 batteries require a suitable 12-volt DC source. As an emergency measure, it is possible to recharge a 3EE70 battery from a six-volt source by charging half of the battery (three cells in series) at a time. However, great care must be taken when substituting a six-volt source in order to avoid unequal charging or accidental reversal of polarity in one half of the battery.

Be sure to follow instructions of the equipment manufacturer carefully in the use of battery chargers and testers. The normal slow charge rate for the Model 3EE70 battery is five amperes compared to eight amperes for the Model 17K (based on one ampere per positive plate per cell). Avoid charging rates which cause the battery to gas or heat excessively.

Pre-Sale Care

Model 3EE70 batteries in cars or in stock should be recharged whenever the specific gravity falls to 1.215. *Specific gravity of a new battery at time of delivery to the customer should be not less than 1.250 @ 80F.*

State-of-Charge Checks

Model 3EE70 batteries can be checked for state-of-charge by means of the same hydrometers and the same open-circuit cell voltage meters now in use with six-volt batteries of similar specific-gravity adjustment, if allowance is made for the following differences:

Standard hydrometer floats usually are not calibrated below 1.160 and, therefore, cannot show the condition of batteries in very low states of charge. For this reason, as much as 40 ampere hours of recharging may be necessary on a completely discharged Model 3EE70 battery before the electrolyte supports the float and allows readings to be taken.

O.C.V. meters based on 1.280 sp. gr. at full charge usually will read low on Model 3EE70 batteries (and others) adjusted to 1.270 sp. gr. at full charge. The following typical scale markings from a 1.280 meter show the deviation to be .01

Here's a MUFFLER
we can heartily
recommend—



With a
fist-full
of features!

- ✓ MORE POWER
- ✓ EXTRA MILEAGE
- ✓ LESS BACK-PRESSURE
- ✓ DEEP-TONE PURR-R-R
- ✓ LEAK PROOF—

BLOWOUT PROOF

CALIFORNIA MUFFLER SALES COMPANY

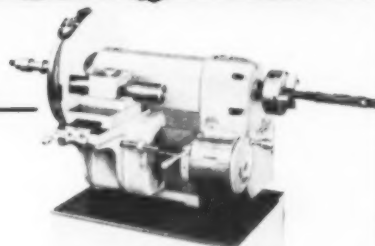
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Timken Bearing brake drum lathe
on the market today!**

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VANTOOL
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VAN TOOL *Chatterproof*
BRAKE DRUM LATHE
SERVING THE AUTOMOTIVE TRADE FOR OVER A QUARTER OF A CENTURY

volt/10 points in specific gravity:
1.280 sp. gr.—2.14 volts—100 per cent charged.

1.260 sp. gr.—2.12 volts—90-95 per cent charged.

This tendency should be remembered to avoid misinterpretation of battery conditions.

Replacing the Oil Seal On P-24 Plymouth

A NOTE on replacement of rear main bearing oil seal on P-24 engines was contained in a recent issue of *Plymouth Product Information News*.

A new neoprene rear main bearing oil seal is used on all P-24 Plymouth engines. Because of changes in design and construction this seal is *not* interchangeable with the seals used on previous models.

Replacement rear main bearing oil seals may be ordered in a package, MoPar part number 1315472. This package contains the following:

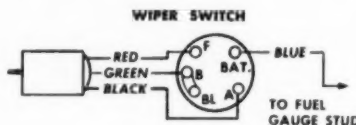
Part name	Part number
1—Right bearing cap gasket	863012
1—Left bearing cap gasket	863013

2—Upper and lower rear main bearing oil seal1325920
When installing a new seal on a dry crankshaft, apply a light coat of oil on the crankshaft journal. However, do not use oil or liquid soap on the cap gaskets. Apply a light coat of sealer instead, and be sure that the contacting lip of the seal is pointed toward the front of the engine.

Note: Three different types of oil seals are packaged under the one part number 1315472. Therefore, be sure to use the complete package when installing a new seal to be sure that all of the parts are of the same type.

Checking Connections On Wiper Switch

SUGGESTIONS for checking switch connections on the Plymouth two-speed windshield wiper were contained in a recent issue of *Ply-*



mouth Product Information News.

It is important to be sure that the switch connections for the two-speed windshield wipers are in the proper sequence.

As indicated in the illustration, the "B" and "BL" switch terminals are connected by a bus bar on the two-speed wiper. If the red, black or blue wire is incorrectly connected to the "BL" terminal, single-speed operation results from both switch positions.

GM Payrolls Hit All-Time High

GENERAL Motors payrolls were at an all-time high in 1952 and average employment was less than three per cent under 1951, despite government curtailment of civilian production and the effect of the steel strike in mid-year, Harlow H. Curtice, president, announced early this month.

Total payrolls for salaried and hourly-rate employees in the United States and abroad in 1952 were \$2,020,536,713, compared with \$1,868,097,017 in 1951.

GM world-wide employment averaged 458,680 in 1952.

Quality...

In design and manufacture is built into all

BADGER PISTONS

It is your assurance of perfect performance, economy, and customer satisfaction.

"SPECIFY BADGER"



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MARINETTE, WISCONSIN

FACTS!

1. Over 300 advertisers are placing their announcement before the jobbers, dealers, garages and service stations of the nineteen Southern and Southwestern states.

2. The 29,000 copies of this issue reach over 5,500 towns and cities in the South. This means a very thorough coverage of the small town trade as well as that of the larger cities.

3. This is very important to advertisers, jobbers and distributors because over 71% of the cars in the South are owned and operated in and around towns of 25,000 population or less.

Southern Automotive Journal

Atlanta, Georgia

"Aero-Seal" HOSE CLAMPS Hold Tight



Until You Know When!

Your mechanic fits an Aero-Seal Hose Clamp any place he can reach with a thumb and one finger—it locks tight...seals tight—and will hold until "the big freeze." Won't shake loose in a million miles of driving, and can never snap open accidentally.



REPLACE AND RE-USE AGAIN AND AGAIN

If the hose wears out, there's no waiting on the road for a spare hose clamp—no time-killing trip from the shop to the stockroom. A quick twist of the wrist and the band unlocks...ready for use. One clamp may be used and re-used—replaced in any position—year after year.



SEALS TIGHT—CAN'T CUT HOSE

Aero-Seals are scientifically designed to apply pressure evenly all around the hose—won't leak. Vibration-proof. Curved saddle prevents cutting of hose. Stainless steel—won't rust; resists corrosion. Thumb-screw and screwdriver slot types.

**ALL AERO-SEAL HOSE CLAMP
BANDS ARE STAINLESS STEEL**



North Carolina Dealers To Convene May 3-5

THE 18th annual convention of the North Carolina Automobile Dealers Association will be held as in the past years at Pinehurst, N. C., May 3-5, it has been announced by President Fred H. Deaton, Statesville.

Vice-President T. L. Black, Pinehurst Garage Co., Inc., Pinehurst, is general chairman of the convention, which will be at the Carolina Hotel. Bobo Langston, Langston-Moore, Inc., Charlotte, is chairman of the equipment exhibition committee.

Names of principal speakers and other program details will be announced later, Deaton said.

A special program is being planned for the ladies under the direction of Mrs. T. L. Black of Pinehurst.

Dealers Elect Dixon

M. E. Dixon has been elected president of the Ponca City (Okla.) Automobile Dealers Association. Paul Meyer is vice-president and Harold Lenox is secretary-treasurer.



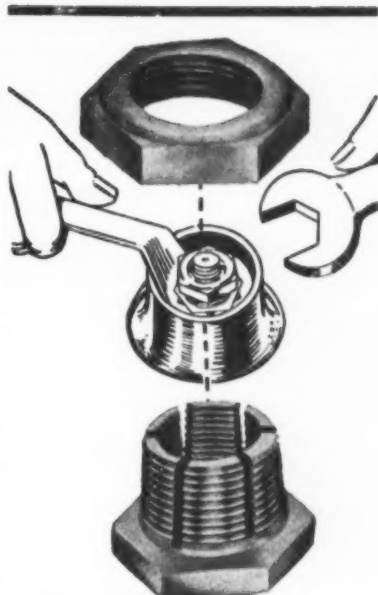
IT'S
BLACK!

EBONY BRITE Concentrated BLACK TIRE DRESSING

Get extra profit-per-gallon... Use Twin-T EBONY BRITE... the concentrated intense black that restores the original "new look" to black tires. Applies in a jiffy. Will not crack, peel, or give an "off" color. 1 to 55 gallon sizes. This and other Twin-T automotive chemicals available through your jobber.

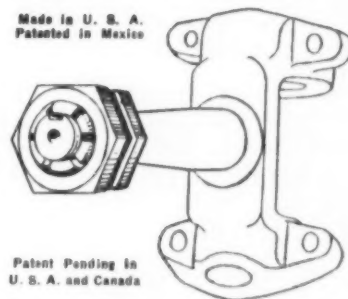
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The NEW CLAMP-LOCK NUT

Made in U. S. A.
Patented in Mexico



Patent Pending in
U. S. A. and Canada

- More Gripping Power!
- No Key Needed!
- Every Nut Tested and Guaranteed to be a good workable nut.

The Clamp Lock Nut is far superior to any ordinary nut.

Tapered threads grip the spindle like WELDED.

No rethreading is necessary on old worn threads.

Nuts made for autos, trucks, tractors, and all purposes.



THE CLAMP LOCK
NUT WRENCH

Designed to reach
into protruding wheel
hubs.

Ask your Jobber, Dealer,
or write to



SCHWAIGER
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P. O. BOX 154, CULLMAN, ALABAMA

There's BIG PROFIT in Radiator Reconditioning



Clogged Radiators opened up in 30 Mins.

Radiator reconditioning is BIG PROFIT business. The only equipment you need is a welded steel tank. An ordinary 12" circular gas burner for heating purposes. Plus NEW Oakite Stripper R-6 for degreasing and paint stripping radiator cores.

With Oakite Stripper R-6 in your heat tank you can open up a sludge-clogged radiator in less than 30 minutes.

This brand new compound makes soldering easier, gives you a better job. It strips all kinds of lacquers and oil-based paints. It's mixed with water. No fire hazard. It's economical. You can use solutions over and over again.

If you want more information on Oakite Stripper R-6 just drop us a line. And if you want detailed drawing of the tank setup we'll be glad to mail that, too. No obligation. Write to Oakite Products, Inc., 52F Rector Street, New York 6, N. Y. Or see your local Oakite Technical Service Representative.

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MATERIALS • METHODS • SERVICE

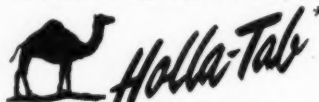
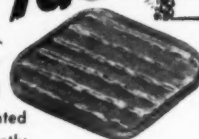
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Fires Faster!

IGNITES INSTANTLY BY CIGARETTE or MATCH

It never fails! CAMEL'S patented perforated fuelboard lights instantly in any weather (rain or shine). A match or even cigarette ignites this superior fuelboard. The even burning produces a perfect bond of the patch and tube. CAMEL fuelboard is tops!



PATCHES



You get all the features in one patch — CAMEL. Finest quality, fresh laminated rubber — fast peeling Holla-tab holland cloth backing — instant lighting fuelboard — hermetically-sealed, moisture-proof packages. WRITE ON YOUR LETTERHEAD FOR SAMPLES.

CAMEL *Holla-Tab* PATCHES



Originated and Manufactured by
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You are cordially invited to attend demonstrations of the
MODEL 52 LEE END LIFT

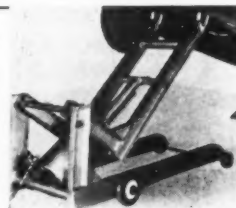
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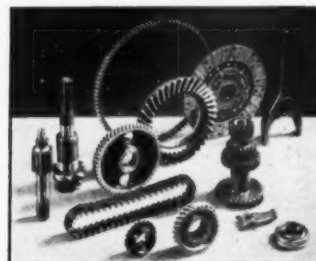
MARCH 26TH THROUGH 29TH
FAIR PARK DALLAS, TEXAS

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**PERFECTION
PARTS**
are
Certified to excel



PERFECTION GEAR CO.
HARVEY, ILLINOIS

"Static" Ignition System May Give More Power

A SYSTEM of electrostatic ignition developed in France may boost engine speeds to 6,000 r.p.m. and make it possible to obtain more power from spark-plug engines without the use of super gasolines, according to Heckethorn Manufacturing & Supply Co., Littleton, Colo., which has bought U. S. and Canadian rights on the system.

"Because of the great efficiency of electrostatic ignition," said D. E. Buchanan, president, "it can solve some of the problems of very-high-compression engines that are not yet on the market."

"The French system has no breaker points to limit the speed of the engine, so engine speeds of more than 6,000 r.p.m. and compression ratios of greater than 12 to one can be a reality."

Electrostatic ignition, he said, differs greatly from the two methods now in use. Battery ignition produces a more intense spark at low than at high speed, while magneto ignition, although strong at high speed, is weak at low speed, making starting difficult. The new method, discovered by Dr. Noel Felici, Grenoble, France, produces the same high voltage at any speed, Buchanan said.

Electrostatic ignition requires no current from the battery and so assures instant starts under extremely cold and moist conditions, Buchanan said. This is another desirable feature, he said.

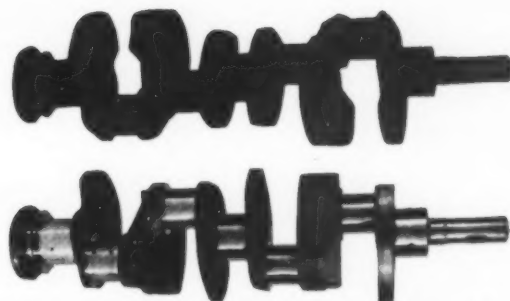


RELAX YOUR SHOULDER, JUNIOR! YOU'LL LAND SAFELY BESIDE ME, THANKS TO—
SOUTHERN FIBRE BLOCK

only SOUTHERN MAKES MOLDED BRAKE LINING IN THE SOUTH

SOUTHERN
FRICTION MATERIALS CO.—CHARLOTTE, N.C.

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They come in like this (Top photo) And go out like this (Bottom photo)

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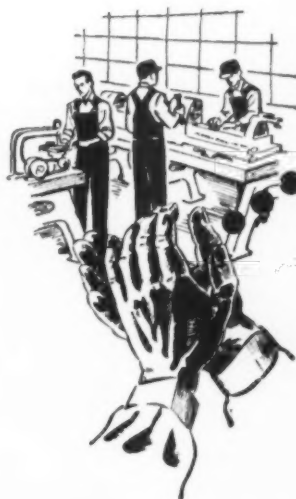
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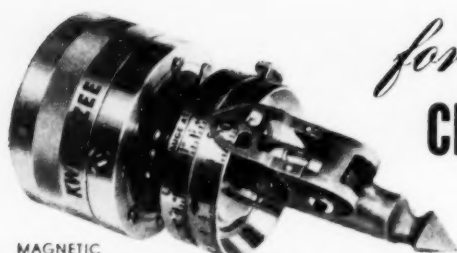
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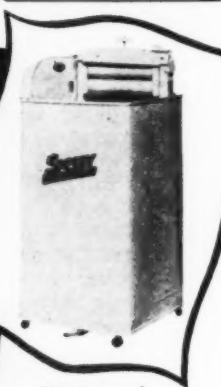
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Bluebird Racer to Return To Daytona Museum

THE Bluebird Racer, which Sir Malcolm Campbell drove to a world's record of 276.816 miles an

hour at Daytona Beach, Fla., in 1935, will be returned to Daytona Beach as a central exhibit in a proposed Museum of Speed, said Sherman F. Crise of Miami Beach, who now owns the famous car.

The museum, to be built by Crise and William R. Tuthill, who is executive secretary of the National Association for Stock Car Auto Racing, will feature collections of famous Indianapolis winners, speed planes, racing boats, speed motorcycles and other equipment connected with racing.

The museum will be dedicated to the Bluebird, which holds the Daytona Beach record, and to the late Sir Malcolm, Crise said.

"We plan to start small and grow," he commented. "It won't be a stuffy museum. I think it will have public appeal."

Construction is scheduled to begin this summer and the museum is expected to open before the first of the year.

Kenyon Named in Florida

M. N. Kenyon, Thayer Motor Co. (Dodge-Plymouth), has been elected president of the Clearwater (Fla.) Automobile Dealers Association. Roy Strickland, Ford, was named vice-president and John Davis, Pontiac, was named secretary-treasurer. Directors include: George Butcher, DeSoto-Plymouth, J. L. Hershfelt, Studebaker, and Larry Dimmitt, Chevrolet-Cadillac.

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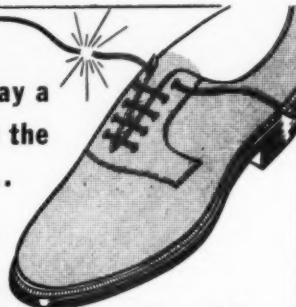
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Brown Named at Greensboro

Paul M. Brown has been named president of the Greensboro (N.

C.) Automobile Dealers Association. H. Y. Ingram is vice-president as a result of the recent elections, by the group.

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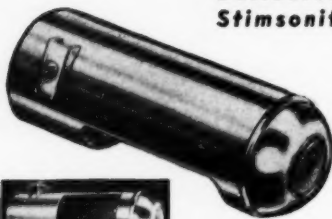
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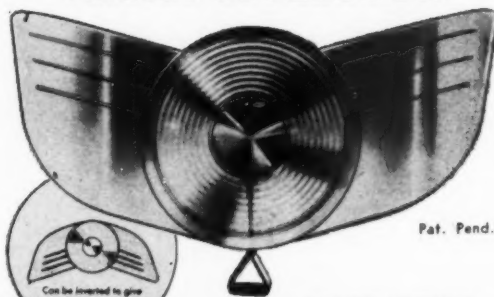
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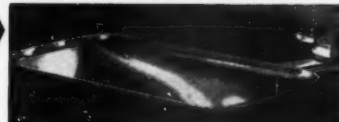
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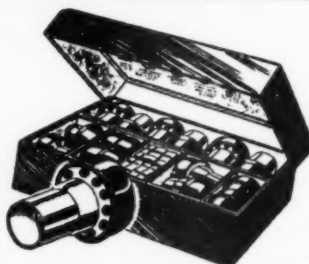


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This attractive display box for counter use is a real merchandiser and helps you sell more oil caps. Made of heavy, durable board with simulated leatherette covering.

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CHICAGO 39

Driver-Training Measure Introduced in N. C.

A BILL that would provide state-wide, state-financed driver training has been introduced in North Carolina.

The measure would provide non-credit courses in the public schools of the state, under the direct supervision of the superintendent of public instruction. The courses would include driver-training and safety education.

At their last convention, mem-

bers of the North Carolina Automobile Dealers Association went on record as favoring such legislation for their state.

Nashville Dealers Elect Palmer as President

JOE Palmer, Palmer-Hooper Motors (Lincoln-Mercury), has been elected president of the Nashville (Tenn.) Automobile Trade Association, succeeding Osmie Parrish. Haynie Gourley, Capitol Chevrolet Co., was elected vice-


president and Eugene Frazer, Frazer Motor Co. (Chrysler-Plymouth), was named treasurer.

Directors include: Velton Bos-tick, George M. Green, Jr., Ed Maxey, Sr., Jim Reed III, R. L. Parnell, John Reynolds, W. J. Lid-don and Pat Sanders.

Asheville Body Names Thompson

Wayne Thompson, Wayne Thompson, Inc., has been elected to head the Asheville (N. C.) Automobile Dealers Association.

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He'll tell you that VELLUMOID makes tight, leak proof oil, water and gasoline connections that really stand up.

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STOP THIS with this

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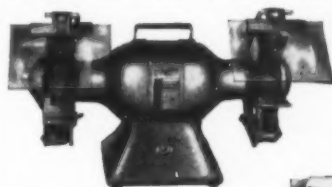
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FAST CHARGER

Charges 6-volt battery at fast rate up to 80 amps., OR 12-volt battery at fast rate of approximately 40 amps., time switch automatically shuts fast rate down to finishing rate of **\$11450**
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